

TECHNOLOGY DEPT.

# AMERICAN BUILDER

AUGUST, 1945  
PRICE 25 CENTS  
30 CENTS IN CANADA

WORLD'S GREATEST  
BUILDING PAPER

A N D B U I L D I N G A G E



**MODELS HELP CLOSE SALES**

See Pages No. 79-80-81



**IT PAYS  
TO FEATURE  
THE LEADER!**

# CELOTEX

**The Brand of Building Products  
New Home Prospects  
Accept with Confidence**

● One of these days GI Joe is going to do some serious thinking about that new home he wants to build. When he does, he'll look to *you* for advice and information.

So... get ready to help him and other new-home prospects. And while you're doing so, refresh your knowledge of Celotex Building Products. Think of Celotex as the *leader*—backed by more than 20 years of advertising that has told America these all-important truths:

1. Celotex is the only manufacturer of cane fibre building boards in this country.
2. The long, tough interlocking cane fibres give these Celotex boards great strength and insulating value.

3. Only Celotex cane fibre insulation board products are protected against termites and dry rot by the exclusive Ferox Process.

No wonder GI Joe and other new-home prospects respect *any* product bearing the Celotex name! Celotex has not only won their confidence but also has *maintained the quality* that helped build that confidence—with continuing research and steady improvements in manufacture.

Yes... it pays to feature the *leader*. Recommend Celotex when new-home prospects come to you for information they know you are qualified to give.

## CELOTEX PRODUCTS:

Celotex Rock Wool Batts  
Celo-Rok Weather-Proof Sheathing

Celo-Rok Anchor Lath

Celotex Building Board

Celo-Rok Wallboard

Celotex Roof Insulation

Cemesto

Celo-Siding

Celotex Insulating Sheathing

Celotex Insulating Lath

Celotex Triple Sealed Shingles

Celo-Rok Plasters

Celotex Asphalted Building Board

Celotex Insulating Interior Finish

Celotex Triple Sealed Roll Roofing

Flexcell Expansion Joint

**CELOTEX**  
REG. U.S. PAT. OFF.  
**BUILDING PRODUCTS**

**THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS**

Published monthly by Simmons Boardman Publishing Corporation, 105 W. Adams St., Chicago 3, Ill. Subscription price, United States, Possessions, Canada and Mexico, 1 year \$2.00; 3 years, \$5.00; foreign countries: 1 year, \$2.00; 3 years, \$6.00. Single copies 25 cents. Entered as second-class matter Oct. 11, 1939, at the Post Office at Chicago, Illinois, under the act of March 3, 1879, with additional entry as second-class matter at Mount Morris, Illinois. Address communications to 105 W. Adams St., Chicago 3, Illinois.



"And now  
we'll build that  
new home"



## Make their new home brighter, cheerier —with *Fenestra* STEEL CASEMENT WINDOWS

Soon you'll be building those new homes with the extra bright, airy and cheerful rooms that people have been waiting for so long.

Rooms daylighted by the new Fenestra Steel Casement Windows whose slender frames and muntins afford larger glass areas . . . rooms ventilated by swing leaves that reach out, capture breezes from three directions.

In your new houses the new Fenestra Casements will provide: double distinction (add

beauty both inside and outside); easy opening (no swelling or sticking); safe cleaning (both sides washed from the inside); permanent weather-tightness (no warping or twisting); better screens (safely attached on inside); low-cost storm sash; higher quality; lower upkeep.

Plan your new homes for better windows for better living. Ask for the new booklet that tells how to select the right windows for each room in the house. Mail the coupon.

RESIDENCE STEEL CASEMENTS

*Fenestra*



DETROIT STEEL PRODUCTS COMPANY,  
AB-8, 2260 East Grand Boulevard, Detroit 11, Michigan.

Please send me the new "Fenestra Residence Casements" catalog and the new "How to Plan Better Windows for Your New Home" booklet.

Name

Address

*You can hang a  
WHEELER OSGOOD  
Tru-sized DOOR  
in 15 minutes*



A TRU-SIZED Door comes to you square and true—finished to exact book opening size—and requires no time for fitting. But, to measure an old style door, saw it top and bottom, plane both edges, and fit it takes at least 55 minutes. Thus, Tru-sized Doors save you 55 minutes before even starting to install hardware.

Gaining for hinges the old way takes 10 minutes and mounting the latch 20 minutes. But on a fully machined Tru-Sized Door all gaining and boring is done at the factory, so 15 minutes is sufficient time to mount hardware.

Total it up—15 minutes does the job easily the Tru-sized way, while an hour and twenty-five minutes is a good average the old way. And the Tru-sized job will be square, true, and uniform—an installation to be proud of.

**THE WHEELER, OSGOOD COMPANY**

PLANTS AND GENERAL OFFICE: TACOMA 1, WASHINGTON

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★ **NO PLANING**  
★ **NO FITTING**

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The Wheeler, Osgood Company, Dept. 7-31  
Tacoma 1, Washington.

Please send me free literature and detailed guide sheet for ordering Tru-Sized Doors.

Name \_\_\_\_\_

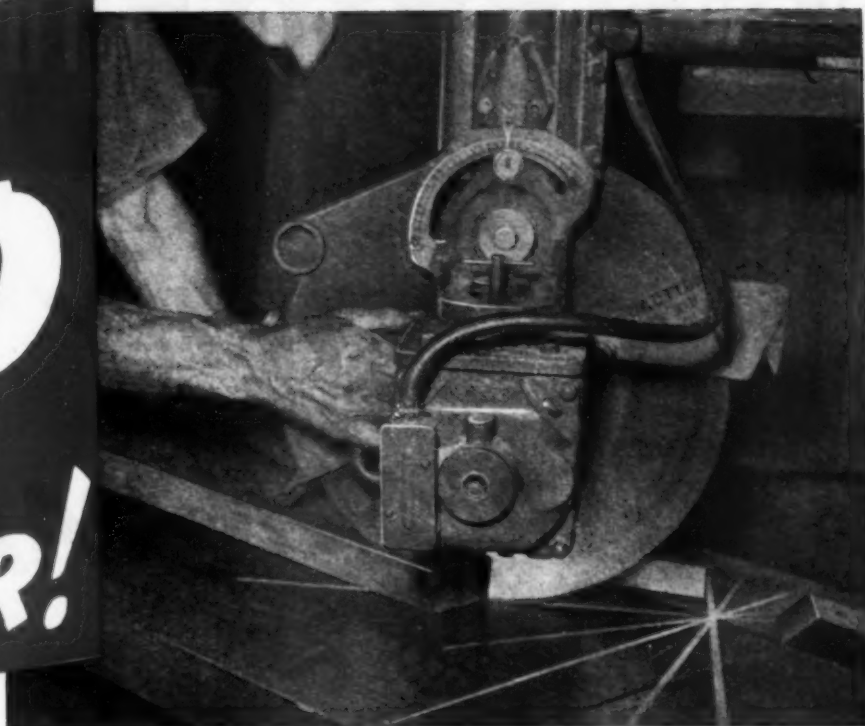
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City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

**OVER  
300  
CUTS  
PER HOUR!**



**WITH MONARCH UNI-POINT RADIAL SAW**

*Actually, 714 rafters, with two angle cuts on one end, third angle cut on other end, in seven hours, using two machines, two operators and two helpers. Yet, it is no unusual record, just an idea of the speed and amount of production achieved with Uni-Point.*



It is also a preview of what will be needed in the post war building era to meet competition successfully.

This much is certain, production woodworking machinery is here to stay. It is no longer a question whether machinery should be employed. Already, it is a question of operator ingenuity plus the best machinery, to create better short cut methods, to increase precutting efficiency, to cut costs to the bone, to give the public the best built home at the most attractive price.

Uni-Point provides mechanical simplicity to save time, speed to save man-hours, adaptability to save dollars by short cut methods. In the hands of men with imagination Uni-Point can perform production miracles. Make Uni-Point your next machine and watch the costs go down!

*Send for catalog 60*



**AMERICAN SAW MILL MACHINERY CO.**  
60 MAIN STREET      HACKETTSTOWN, N. J.      Established 1903



Now is a good time to ask:

**WHY HAVE  
UPSON PANELS  
BEEN SO WIDELY  
USED FOR WAR  
PURPOSES?**

Upson Quality Products Are Easily Identified By The Famous Blue Center



**UPSON**

**PACEMAKER IN CRACKPROOF PANELS**

**T**HE ANSWER confirms the judgment of forward looking dealers everywhere who foresee an unprecedented use and post-war demand for Upson Wall and Ceiling Panels—whether for old or new construction. The Upson Company, Lockport, New York

#### Plans

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# LETTERS

To the Editor

## Plans "Better Homes Center"

*To the Editor:* Enclosed is a print of the proposed business building we plan to have in Topeka as soon as we can get priorities to build. They tell us we can build now (if we can find materials) but to date we cannot get steel or dimension lumber without a rating, so we must wait a while. However, we are proceeding with the foundation and basement.

We are to have a furniture and appliance store on the first floor and in the basement. Our builder's office will be on the second floor in front where we will display modern building ideas. Later if we find it necessary we will convert apartments to private offices for drafting, estimating, etc.

We will call this building "The Better Homes Centre." Featured in our advertising will be "Everything for the Better Home," or "We plan, build, and furnish your home."

Associates with me in this venture will be a young furniture man, now in the south seas, and a former mortgage man (young also) now in the Pacific theater. Both to be eligible for discharges this fall. Another man, with lots of household utility experience will be manager of the basement home appliance department. A general superintendent of construction will manage outside production; an architectural draftsman or woman will carry on plan service; and another man will be in charge of sales. The writer expects to be everywhere and mixed up in all branches all at the same time so to speak, and I presume will be kept busy with closing, and financing details.

This building will cost about \$15,000 to \$18,000. We expect to finance 2/3 of it.—W. L. HANDLEY, Better Homes Co., Topeka, Kansas.

## Serviceman plans reference file

*To the Editor:* We are enclosing a list of subscribers for the *American Builder* for the coming year. We have made a few additions and you will notice that we have placed the name of Mr. P. B. Spear, Jr. on the list.

In a recent letter from Mr. Spear he advises that since V-E Day all the boys at his place spend a great deal of time thinking of coming back home and what they are going to do when they get here, including the homes they want to build.

He has asked us to subscribe to several magazines for him so that he can set up a reference file for the boys at his base, and we thought it would be a good idea if he were to receive the *American Builder* for this file.—BERTHA G. MUKKALA, Spear & Sons, Marquette, Mich.

## Likes up-to-date coverage

*To the Editor:* As a former building contractor I wish to thank you for your up-to-date coverage on  
(Continued to page 126)

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FOUNDED—1879

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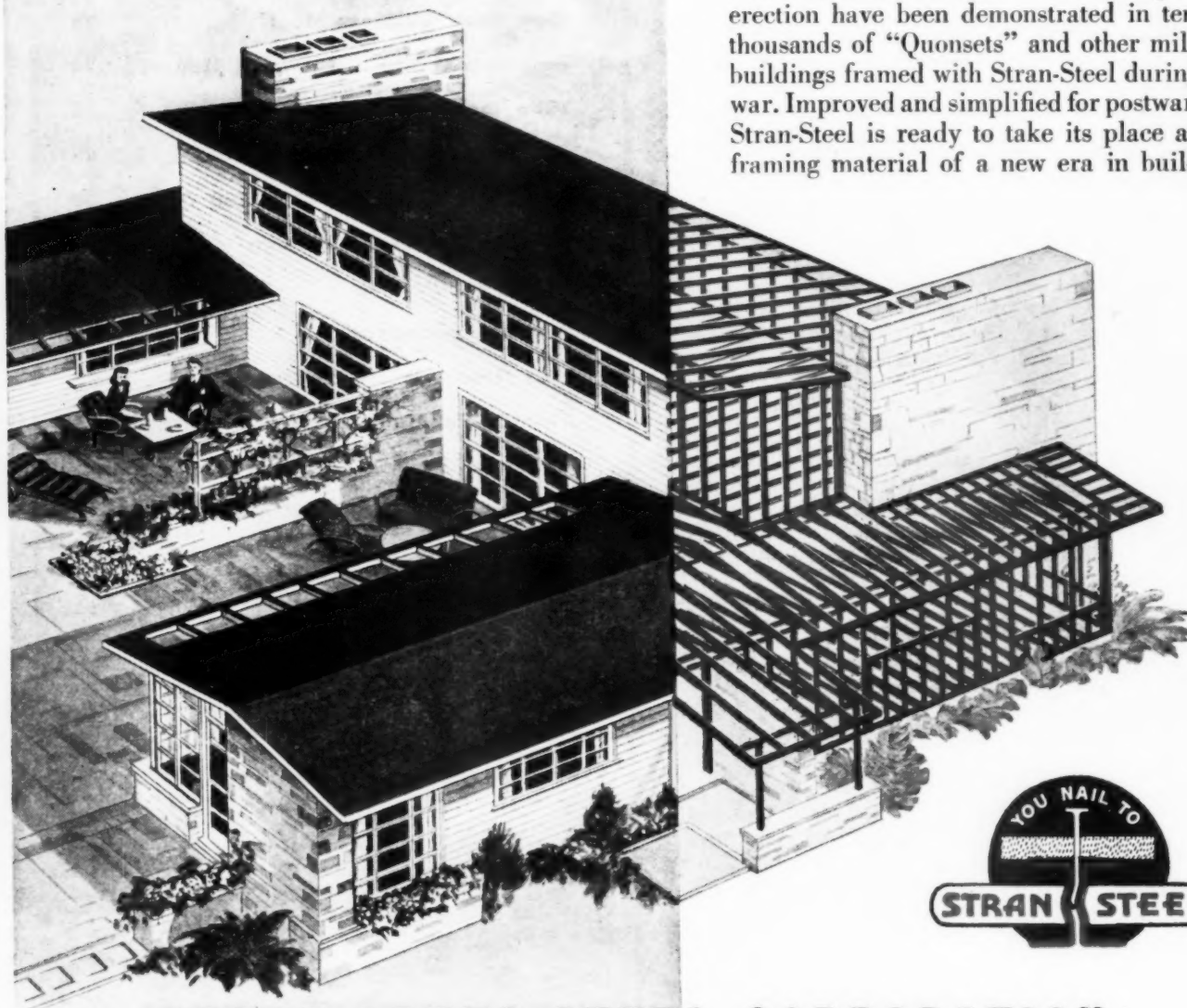
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THINK IN TERMS OF  
**STRAN  
STEEL**



**Look beneath the surface  
for the mark of the  
progressive builder**

That framework of Stran-Steel, with its nailable studs and joists, sets any house apart from others of comparable design. For it imparts an inner value . . . permanence, fire-safety, freedom from warp, sag and rot . . . that safeguards the housing investment and enhances the builder's reputation.

Progressive architects and contractors are thinking in terms of Stran-Steel . . . shaping their building plans around this uniform precision material. Its ease of use and speed of erection have been demonstrated in tens of thousands of "Quonsets" and other military buildings framed with Stran-Steel during the war. Improved and simplified for postwar use, Stran-Steel is ready to take its place as the framing material of a new era in building.



**GREAT LAKES STEEL CORPORATION**

*Manufacturer of the Famous Quonset Hut for the U. S. Navy*

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UNIT OF NATIONAL STEEL CORPORATION

Light  
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# The Right Trucks FOR ALL TRADES

Light loads or heavy pulls, long-distance hauling or local delivery—Chevrolet trucks will do the job economically and dependably, because they are designed, engineered and built for truck work exclusively.

Because truck operators recognized the famous features of Chevrolet trucks as "built-in values" they bought more Chevrolet trucks than any other make in seven of the last nine prewar years. These same features are continued in the 1945 Chevrolet trucks. Should your needs demand extra payload capacity, your Chevrolet dealer can provide the right truck by the installation of the necessary equipment (auxiliary axles, springs, trailers, bodies, etc.).

Buy only as much truck as you need, because it's payload, not chassis weight, that pays profits. Buy a Chevrolet truck—the right truck for all trades.



MILK FOR BABIES



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PERFUMES



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OR MIX FOR BUILDERS



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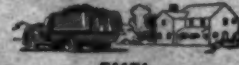
PUMPKINS



CHILDREN



GRAVEL



FUEL



HORSES

BUY MORE WAR BONDS  
HELP SPEED THE VICTORY

## NEW 1945 CHEVROLET TRUCKS

All Chevrolet trucks are equipped with the famous valve-in-head six-cylinder truck engine—recirculating ball-bearing steering—diaphragm-spring clutch—hypoid rear axle—articulated hydraulic brakes—sturdy truck frame.

**HEAVY-DUTY TRUCKS**, 134½-inch and 160-inch wheelbases—Load-Master engine, 93 horsepower, 192 foot-pounds of torque—4-speed transmission, power take-off opening—hypoid single-speed full-floating rear axle—2-speed rear axle—auxiliary rear springs—all-steel cab.

**LIGHT DELIVERY PICK-UP TRUCK**, 115-inch wheelbase—90-

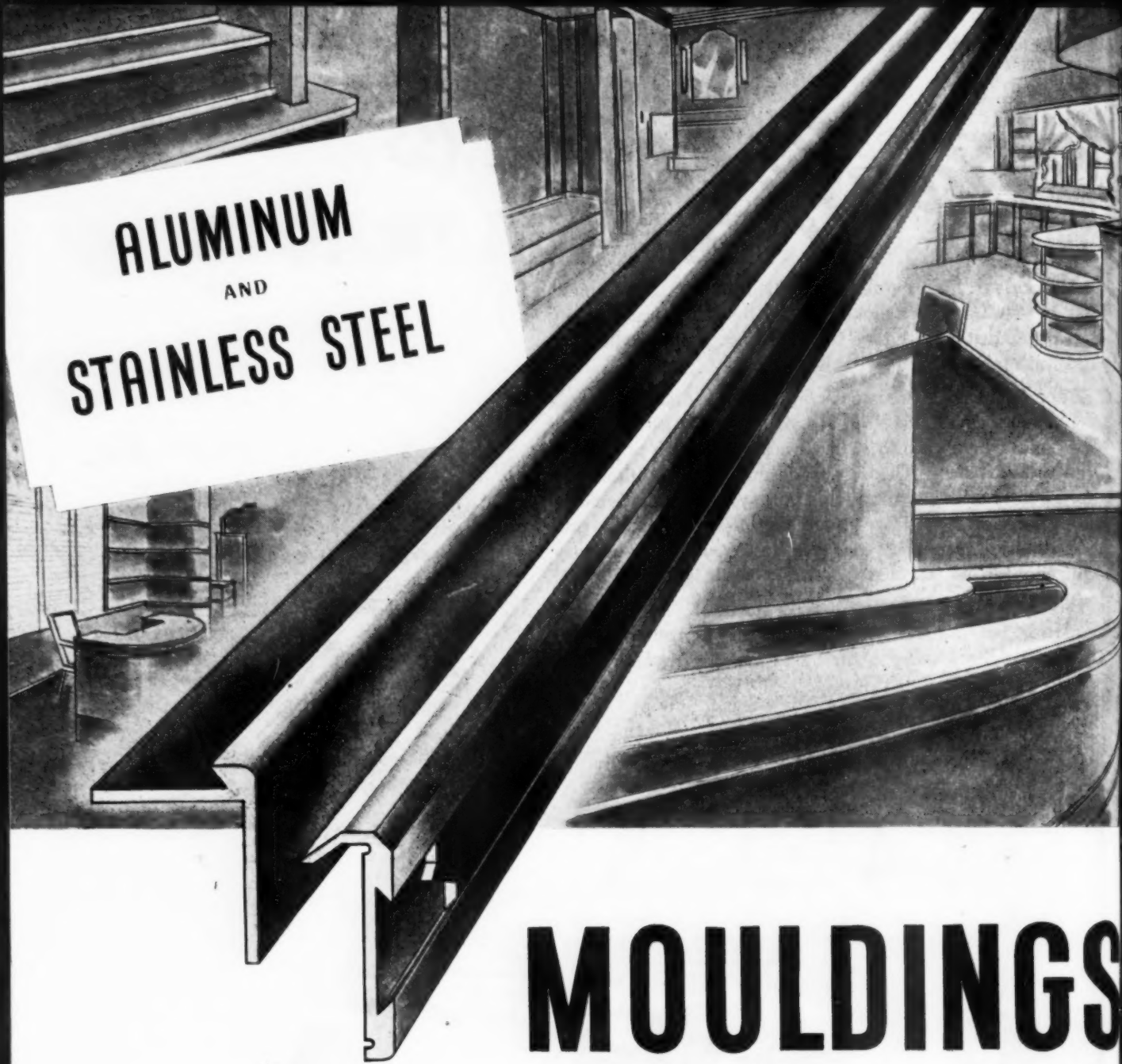
horsepower engine—3-speed Syncro-Mesh transmission—hydraulic shock absorbers, front and rear—all-steel cab—unit-designed body.

**SCHOOL BUS CHASSIS**, 160-inch and 195-inch wheelbases—safety features to comply with all state regulations: vacuum-power brakes—Tru-Stop, propeller-shaft hand brakes—propeller-shaft guard—special heavy-duty front springs and front axle—two-stage, progressive-action rear springs—double-acting shock absorbers—20-gallon side-mounted fuel tank. Other features same as heavy-duty.

CHEVROLET MOTOR DIVISION  
General Motors Corporation  
DETROIT 2, MICHIGAN



ONE OUT OF EVERY 3  
TRUCKS IS A CHEVROLET



ALUMINUM  
AND  
STAINLESS STEEL

# MOULDINGS

Cabinet and sink installations; wall trim for kitchens, bathrooms and playrooms; table-tops, stair, counter and shelf-edging! On all jobs, suggest more uses of aluminum and stainless steel mouldings. You'll find they're a good source of EXTRA profits. Easy to sell and install, you'll please your customers as well as your pocketbook. FORD metal mouldings are GOOD mouldings. They'll help you maintain your reputation as a good dealer. Write today for complete, new catalog.





## PUBLISHER'S PAGE

### **Home Building Postwar**

**T**HE home-building industry has the best postwar prospects of any industry in the United States. But it will have to manage its affairs both prudently and courageously if it is fully to realize these prospects. Neither it nor any other industry will be doing business in the same political and economic circumstances as in the period following the last war. It will have to strive constantly to solve new problems if it is to prosper in proportion to its opportunity.

Since the boom in building following the last war the private home-building industry has been widely attacked for inefficiency, high costs and failure to provide inexpensive enough housing for the low income group. There is being vigorously promoted a movement for government construction of housing to be rented at less than cost. Probably there will be advocacy of "temporary" postwar continuance of ceilings on rentals which could develop, as it has in some countries, into permanent government control of rentals.

The building industry has two somewhat definite periods ahead of it. In the first, which will last perhaps five years, the need for housing will so exceed the supply, and the people will have so much savings accumulated during the war, that probably the volume of home-building will increase as much as available materials will permit. But this will be a period of testing for the private home-building industry. Its critics and the promoters of government-built housing are awaiting opportunity to attack it for alleged failure during this first period to provide good enough housing at low enough costs, especially for the lower income group.

When savings accumulated during the war have ceased to be a driving force, we will enter the second postwar period. The volume of business of the private

home-building industry will then depend upon (1) how well it has satisfied its customers and the public during the first post-war period, and may therefore be expected to serve them in the second period, (2) the amount of income the people then have, and (3) how efficiently the industry does its selling. The "more house for the money" the industry provides all classes in the first period, the better its opportunity will be in the second period.

At no time within the next decade, whether in rural areas or metropolitan centers, can the private home-building industry afford not to take seriously the competition for the people's money to which it will be subjected by the automobile and other industries, the actual or threatened competition from government, or the attacks upon it for alleged inefficiency and high costs which doubtless will be continued. Therefore, it should spare no reasonable effort to provide "more house for the money." And it should, in an organized way, locally and nationally, carry on public relations activities calculated to convince the public of the economic and social desirability of private home-ownership, and that the kind and number of homes needed can best be provided by private investment.

Propaganda misrepresenting the private home-building industry should be refuted with *facts* by competent spokesmen chosen for that purpose. But the industry can most effectively answer propaganda against it and minimize government competition with it by doing the best building at reasonable costs that it can and by disseminating information to the public proving that it is doing so.

*Samuel O. Drumm,*



# FOR CLIENTS WHO DEMAND THE BEST, KITCHENS WITH THESE ELECTRICAL FEATURES WILL HAVE INSTANT APPEAL



WHAT PEOPLE REALLY WANT IS

*Electrical Living*

In designing and building new homes for families with good incomes, complete electrical installations must be made. In the efficient kitchen shown here, note the carefully planned work centers; use of fluorescent lamps for valance, ceiling and work center lighting; electrical equipment, including: range, refrigerator, dishwasher, garbage eliminator, ventilating fan, clock, table appliances and plenty of outlets to serve them.

...and all through the house, *Better Wiring* will pay a profit!

Appealing kitchens are not enough. To give people Electrical Living all through the house means that each room must be planned and wired to meet public demand with enough circuits and outlets, wire of ample size, modern circuit protection and quality materials and workmanship.

The Home Wiring Handbook helps plan and specify Better Wiring accurately for several popular price groups of homes. It contains 120 pages. Ten chapters. Dozens of tables, charts and diagrams. Costs one dollar. Send your money to Westinghouse Electric Corporation, Industrial Relations Dept., 304 Fourth St., Pittsburgh 30, Pa. J-91536

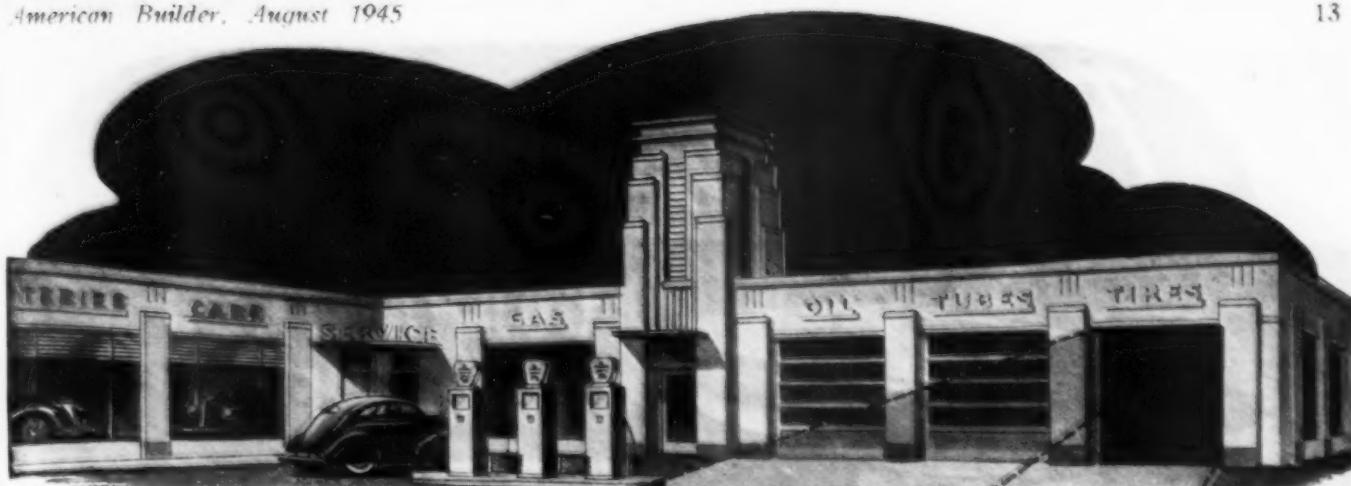


**Westinghouse**  
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

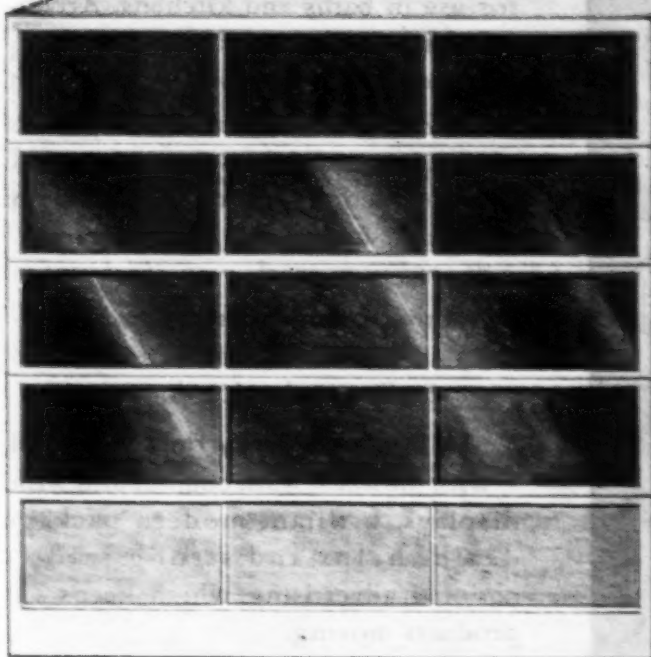
*Better Homes Department*

as a part of its consulting service, offers you the following FREE books: *Electrical Living in 194X*—Professional Edition; and *Manual of Better Home Wiring*.





Standard Crawford Door designed for modern service station application. Upper four sections glazed for maximum light and attractive appearance. Lower section solid panels for protection. Easy to install, easy to operate. Built for service.



**HERE'S OUR SLANT**

on  
doors to step up  
service station  
traffic and profits

● When motoring comes back into its own the volume business will naturally gravitate to those places where the motorist finds the maximum of convenience and service. In this, as all experienced service station operators know, the public is largely guided by appearance. That means there will be many brand new service set-ups—and many more where existing buildings will undergo "face-lifting" operations.

Important in all of these will be doors—and the answer will be ready in Crawford Doors engineered and designed for the job. Substantial in construction, simple and trouble-free in operation, splendid in appearance—Crawford Doors will fill the bill. It's not too early now to get in touch with Crawford. Your inquiry will have our prompt attention.

Crawford Door Company, 401 St. Jean, Detroit 14, Mich.

# Crawford

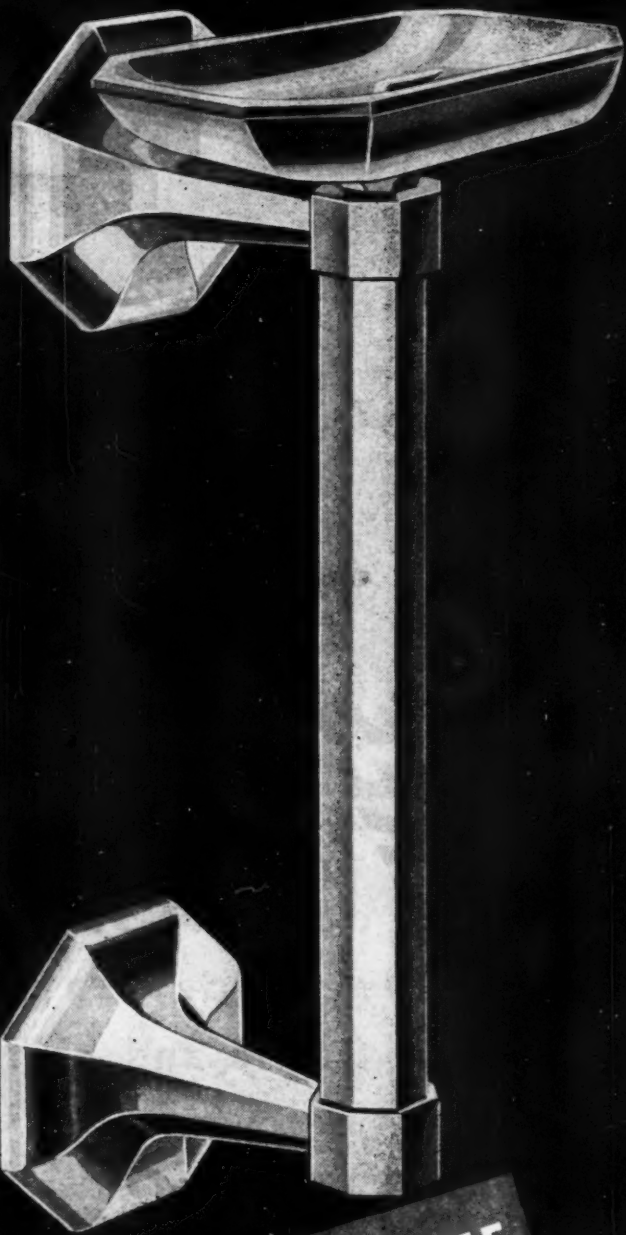
UPWARD-ACTING

DOORS

Residential Garage Doors  
Commercial & Industrial Doors  
Hand or Power Operated Doors  
Craw-Fir Doors

# Brilliant, NEW DESIGNS

★  
**GUARANTEED  
FOR LIFE!**



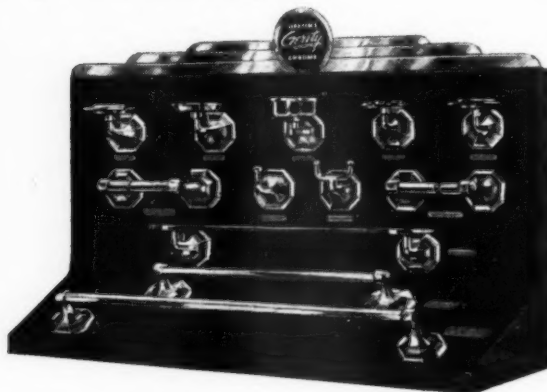
LIFETIME CHROME  
by  
*Gerity*

Gerity is ready! During the war we have developed, in cooperation with some of America's foremost designers, complete lines of beautiful new chromeware fixtures for use in baths and kitchens. Architects, builders and dealers all tell us these are the finest designs they have ever seen.

Furthermore, Gerity developments in plating now permit us to place an unconditional lifetime guarantee on every piece of Gerity household chromeware. *They will not break, crack, peel, check or tarnish.*

Another point! There is never any difficulty in "matching up" Gerity chromeware. Styling and color do not vary.

**To Dealers—Gerity Helps You Sell**  
—with the finest wall, counter and window displays, brilliant modern packaging, dealer helps and strong trade and national advertising which keeps Gerity products moving.



*If you have not already placed your order with us, write today on your business letterhead for the complete Gerity Lifetime Chrome catalog and prices. We have every reason to believe that we will be one of the first in production on this type of merchandise. Buy now and cash in on the tremendous building activity which is coming.*

GERITY-ADRIAN MFG. CORP.  
ADRIAN, MICHIGAN



**THE *FRAME* OF THINGS TO COME**

**ONE FOR THE TEST -- TWO FOR THE SHOW**

## Three to make ready — and four to grow!

Once, there was a dream in the minds of architects, builders, and building-supply dealers, of better-built buildings with flexibility of design that would still require profitable planning and erection.

The reality of that dream is the thousands of buildings of EVERWEAR Steel-Frame Construction proved in use by our armed forces. Now, "Southern States" is ready to show you the possibilities of its new development. This simplified method of building-construction uses patented welded-steel channels in the form of quickly erected steel panel-frames in standard arrangements to accommodate wall-surfaces, door-openings, or window-spaces.

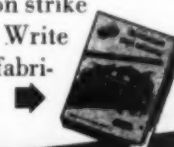
When post-war production gets the "go-ahead" signal, prefabricated Steel Frames will be made available to your plans by SOUTHERN STATES IRON ROOFING COMPANY which, for 30 years, has been one of the largest

in the building-materials industry with its famous EVERWEAR "Lock-Tight" interlocking galvanized Steel Roofing, Steel Shingles, Asphalt Roofing, and Paints.

Check these advantages for your particular purposes:

1. Steel-Frame Construction means better-built buildings.
2. You can use any conventional building materials over the Steel Frames.
3. Hammer, wrench, and screwdriver are the only essential tools needed for assembly.
4. You can build additions to buildings economically, even though Steel Frames were not originally used.
5. Greater flexibility in design—not limited to standard lumber lengths.
6. Foundations and framing are termite-proof.
7. Permits better insulation.
8. Compares in cost to conventional construction-methods.

Does Steel-Frame Construction strike a responsive chord with you? Write today for our new booklet: "Prefabricated Steel Buildings."



General Offices: SAVANNAH, GA.

FACTORY-WAREHOUSES IN PRINCIPAL SOUTHERN CITIES

**Southern States**  
IRON ROOFING COMPANY

# HAVE YOU STARTED TO LINE UP *store remodeling jobs?*



BEFORE

**THERE'S PROFITABLE** work for you in modernizing stores with Pittsburgh Glass. Here's an example of how Pittsburgh Glass transformed a café in Indian Orchard, Mass. Architect: Max Gitberg. Contractor: J. Horowitz.



AFTER

## Many contractors are getting set for fast action when building bans go off

**N**OW is the time to line up the store remodeling jobs in your community . . . so you'll have a backlog of work that you can start right in on as soon as building restrictions are lifted.

There are plenty of prospects for store modernization in your territory. Many who are anxious and willing to dress up their stores as

soon as they can. And we're telling them . . . through extensive advertising in 20 of the most important retail fields . . . to get their modernization plans approved *now*. Then you can begin their jobs the minute construction work returns more nearly to normal.

Whenever you build, remember that your clients prefer Pittsburgh

Glass and Pittco Store Front Metal. Years of advertising, and thousands of splendid store-remodeling jobs done with these products, have made them outstanding in the field.

Line up prospects today. And send for our free books of facts, photographs and ideas about modernizing stores, inside and out, with Pittsburgh Glass. Mail the coupon.

*"PITTSBURGH" stands for Quality Glass and Paint*

# PITTSBURGH GLASS

## for Store Fronts and Interiors

PITTSBURGH PLATE GLASS COMPANY

Pittsburgh Plate Glass Company  
2275-S Grant Building, Pittsburgh 19, Pa.

Please send me, without obligation, your illustrated booklets on store modernization.

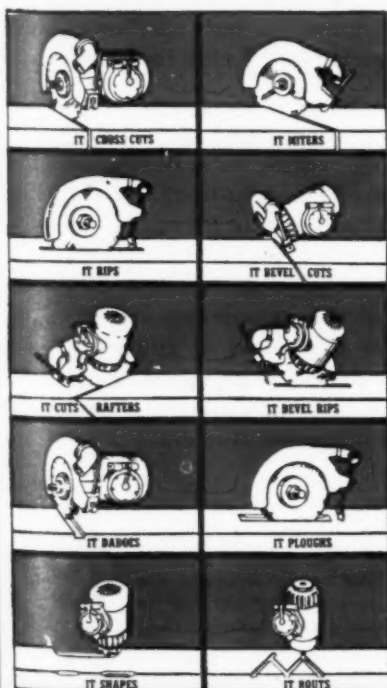
Name

Address

City  State



## Any house that **DE WALT** custom-cuts on the job...goes up better, faster, and at less cost!



...and with proper  
tools makes any  
cut possible!

When our armed forces make a new invasion, one of the machines going ashore *first* is DeWalt.

This versatile, all-purpose cutting machine is the one you should consider *first* as you plan for tomorrow's building.

DeWalt puts your job on a "production line" basis—saves layout time, materials handling time, reduces cutting time, eliminates material waste, saves countless man hours.

DeWalt *accurately* cuts material for framing and for roof, interior trim and special jobs. This accuracy gives you quicker fitting and a neater job.

The DeWalt model illustrated on this page is rugged, compact—and yet portable. It can be carried from job to job easily.

Investigate DeWalt. Own a DeWalt. DeWalt is available in models ranging from  $\frac{1}{2}$  H. P. to 10 H. P. Write for full information. DeWalt Products Corporation, 18 Fountain Avenue Lancaster, Pa.



# THERE'S A GREAT DAY COMING IN OAK FLOORING



It'll be here the morning home-building starts again.

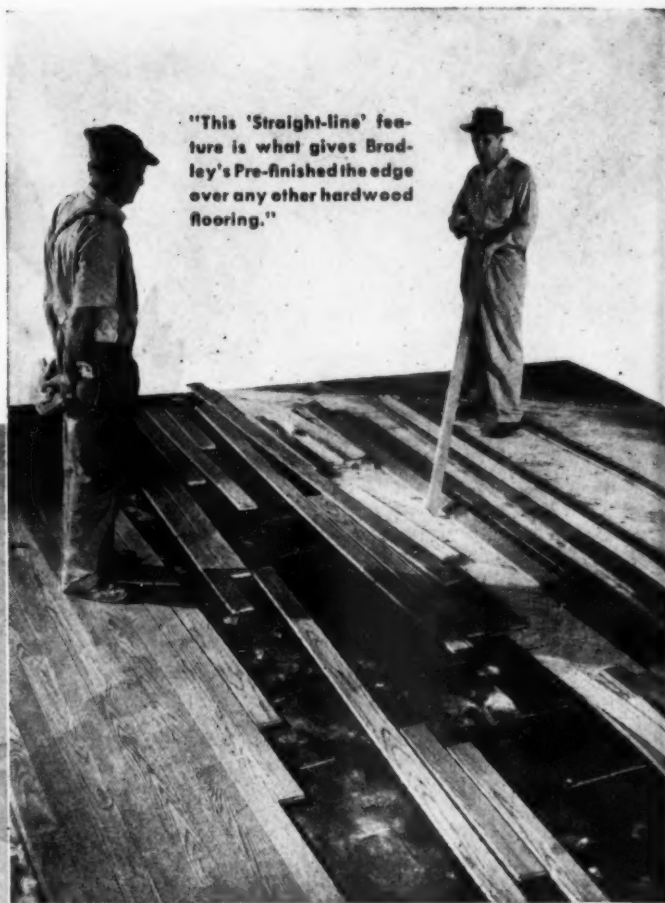
It'll be like nothing you ever saw before.

It's coming because most people, eagerly waiting to build, know exactly what they want.

They've said it in surveys, in answering questionnaires, in "letters to the editor," in talking with architects and builders.

And what is it they want?

*Pre-finished* **HARDWOOD FLOORS!**



This means Pre-finished Hardwood Floors have caught on . . . means that millions of feet of Bradley Pre-finished laid in many big war housing projects during the last four years have made a powerful, convincing impression.

So the news has gotten 'round. Certainly we've been spreading it ourselves, because we've developed a Pre-finished (Straight-line) Flooring . . . in Oak, in Beech, in Pecan . . . that meets Bradley's recognized standards of excellence in workmanship, in quality, in color, in superb appearance . . . and we've got plenty of enthusiastic evidence that it's going to be the hardwood flooring sensation of the coming new home-building era.

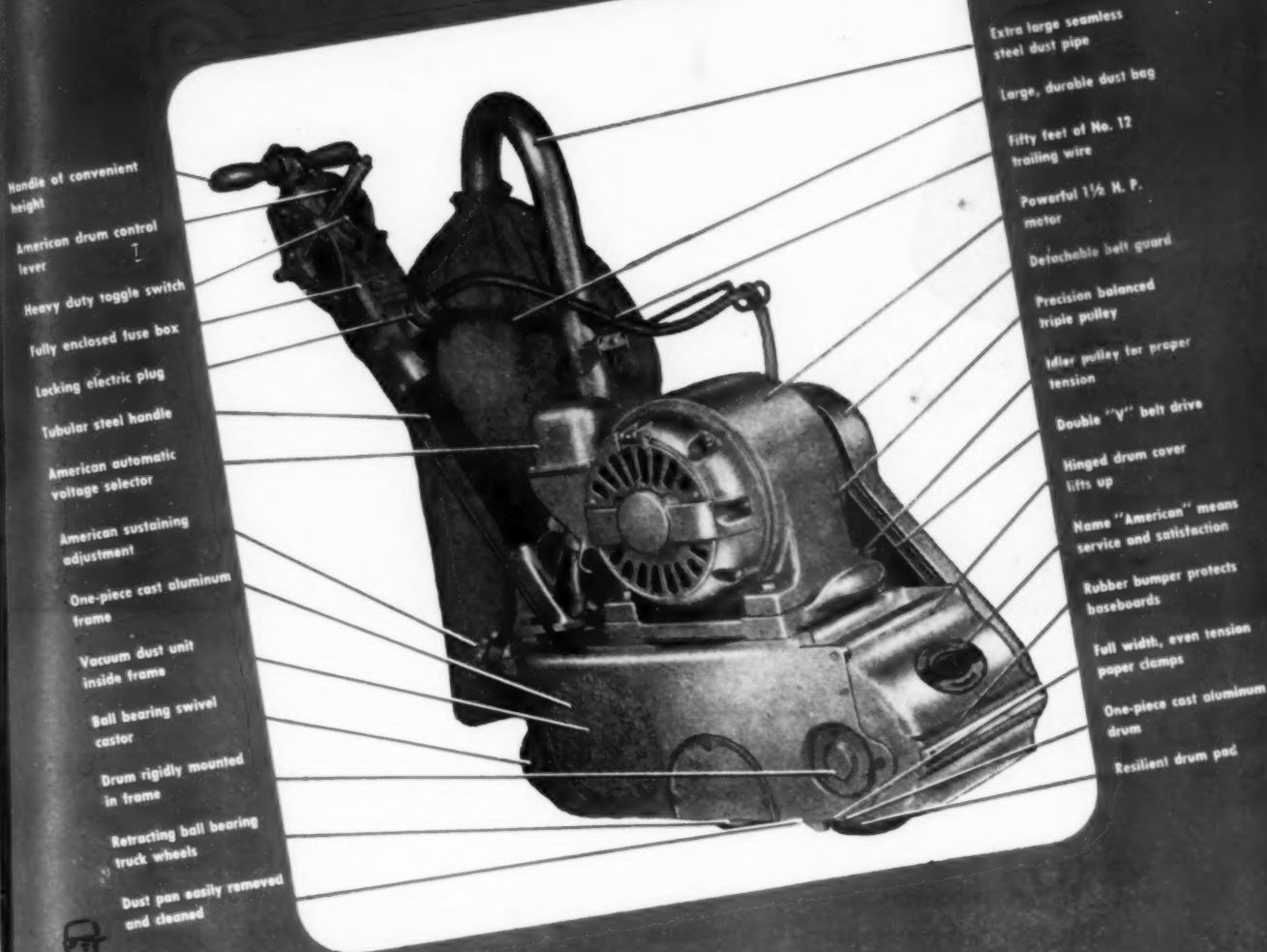
*Bradley Pre-finished (Straight-line) Hardwood Flooring will be available through local distributors everywhere. Write now for complete data and specifications.*



**BRADLEY LUMBER COMPANY** *of Arkansas*  
WARREN, ARKANSAS

# 28 REASONS...

## Why Floor Contractors Prefer AMERICAN SANDERS



Handle of convenient height  
American drum control lever  
Heavy duty toggle switch  
Fully enclosed fuse box  
Locking electric plug  
Tubular steel handle  
American automatic voltage selector  
American sustaining adjustment  
One-piece cast aluminum frame  
Vacuum dust unit inside frame  
Ball bearing swivel castor  
Drum rigidly mounted in frame  
Retracting ball bearing truck wheels  
Dust pan easily removed and cleaned

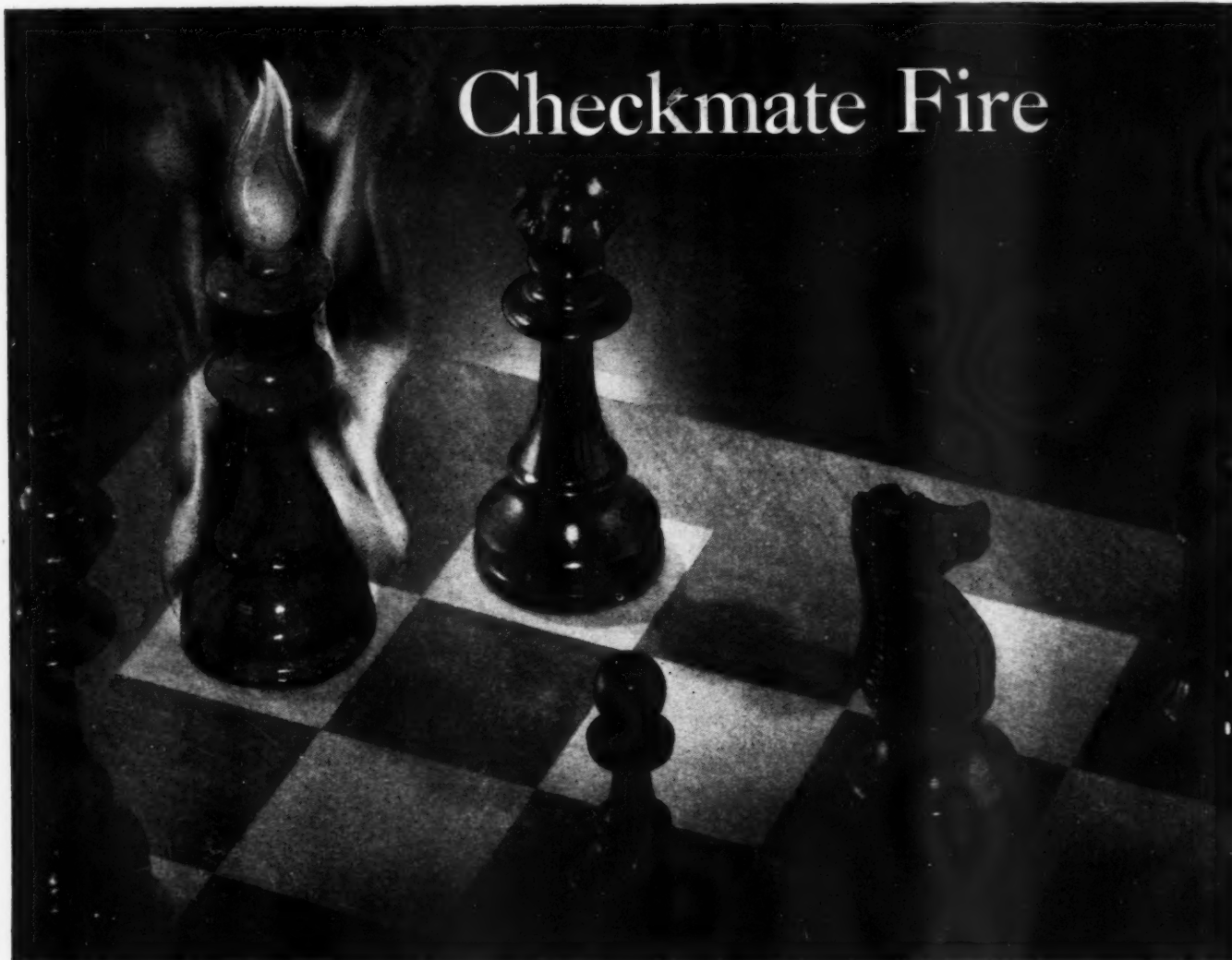
Extra large seamless steel dust pipe  
Large, durable dust bag  
Fifty feet of No. 12 trailing wire  
Powerful 1½ H. P. motor  
Detachable belt guard  
Precision balanced triple pulley  
Idler pulley for proper tension  
Double "V" belt drive  
Hinged drum cover lifts up  
Name "American" means service and satisfaction  
Rubber bumper protects baseboards  
Full width, even tension paper clamps  
One-piece cast aluminum drum  
Resilient drum pad



Every one of these 28 construction features is a reason why experienced floor contractors everywhere prefer and use American Standard floor sanders. Every feature is designed to save time, to lower operating and upkeep cost, to make more money for its contractor-owner. Each contributes its share to high-speed, first-class work. Write today for complete descriptive literature, no obligation.

Important: American Floor sanders are now available on a "first come-first serve" plan. Place your order now with one of American's thirty distributors, or the home office.

**AMERICAN**  
FLOOR SURFACING MACHINE CO.  
111 South St. Clair St. Toledo 4, Ohio



# Checkmate Fire

## SHEETROCK *Fireproof WALL and CEILING PANELS*

Stakes are high in any match with fire. 10,000 lives . . . \$300,000,000 worth of property . . . untold suffering . . . these are fire's approximate annual winnings in recent years. That's why architects and builders must use even safer building materials to checkmate fire!

One safer building material is Sheetrock\*. For these big panels are made of gypsum which will not burn. In fire after fire, they have kept the flame in check till help could arrive.

Best of all, fireproof Sheetrock makes walls and ceilings of enduring beauty. Ask for any form of decoration, for sweeping curves, for smooth surfaces, for decorative paneled effects . . . and Sheetrock can do the job.

Call for wood-grained effects . . . and Sheetrock offers faithful reproductions of knotty pine, bleached mahogany and walnut. That's why Sheetrock has done more wallboard jobs than any other gypsum wallboard in the world.

\*Reg. T&M.



## United States Gypsum

**For Building • For Industry**

Gypsum • Lime • Steel • Insulation • Roofing • Paint





## A BUILDER ASKED THIS QUESTION

"Will the use of Aluminum Windows increase my labor costs?"

And this residence in Illinois answers . . . . "Definitely not!"

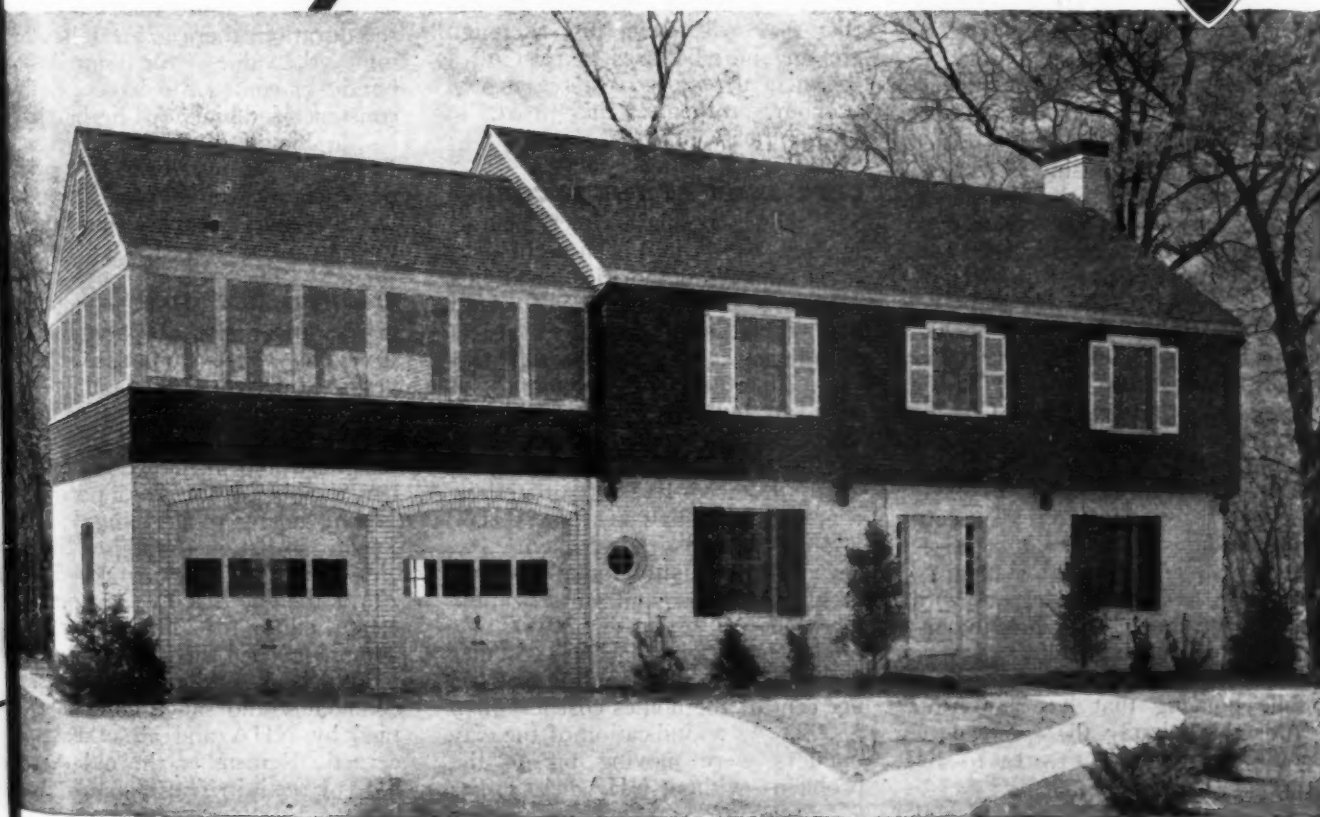
Two carpenters started to unpack the eighteen aluminum windows for this house (this is a prewar story, of course) at 10:30 one morning. At 2:30 that afternoon, with a half hour out for lunch, all eighteen windows were set, anchored and lined up, ready for the plasterers.

That's been nearly five years ago. To-

day, their good appearance, their easy operation, greater glass area and low upkeep continue to make living with them a joy.

Windows made of Alcoa Aluminum will again be available, from a number of manufacturers, just as soon as aluminum and manpower are available. ALUMINUM COMPANY OF AMERICA, 1914 Gulf Bldg., Pittsburgh 19, Pa.

Windows of **ALCOA** ALUMINUM



News, Views  
and Comments

# On and Off the Record

**KAISER HOMES**—The building department of Los Angeles is reported to have refused approval to Kaiser Community Homes on the ground that they violate the building code. None of the windows open, and the city fathers signalled thumbs down. Fritz Burns proposed that vents be placed under the windows as a conforming measure. No further developments as we go to press.

**SIDELIGHT ON TRUMAN**—We like the new President's way of doing things. Example: Before naming Ray Foley new FHA Commissioner Mr. Truman called in David Powell, FHA director of Kansas City, told Powell that because of their close friendship and his respect for Powell's ability he would like to name him for the top FHA job. Said he had made as many appointments of Missourians to top jobs as he could without being unfair to other parts of the country. He gave Powell the opportunity to tell his friends that he would not be appointed before Foley's name was announced.

**PROGRAMMING**—What is called programming of housing is really a government permit to build a house. It is extension and perpetuation of the permit system under NHA or any other agency that we object to.

**NEW BOOKLET**—A new booklet entitled "Public Housing Pays Dividends," was issued recently by the Housing Authority of the City of Newark. To say the least about the inaccuracies of the booklet, its title is false. Most of the people in public housing projects built to replace sub-standard houses are not the people who occupied the sub-standards. They are average Americans with average incomes. Public housing has not worked out as a relief measure for welfare cases. Thus, it is not public housing that has paid dividends, but simply the removal of people from one slum area to another.

**SPADES ARE SPADES**—The legislature of Missouri has before it a bill which asks that a spade be called what it is. The bill proposes that the St. Louis Housing Authority be designated a charity. Reason is that in Missouri there can be no tax exemption except for charity. Whether for this or other reasons, or for no reason except the propriety of calling things by their right names public housing everywhere should be called charity housing, and the renters charity cases.

**G.I.'S FROM EUROPE**—Do you remember the awkward, uncertain, and sometimes noisy little knots of smooth-faced boys picked from factory, office and farm three and four years ago and sent on their way to training camps? You see them again today, crowding trains and railroad stations. But, today they are bronzed, rugged, assured fighting men in scuffed boots and battle-stained uniforms. We have an idea that they will prove just as tough for anyone who tries to foist off a regimented society or a regimented economy on them as they proved to be for the regimented Nazis.

## LET'S LOOK AT THE RECORD

By innuendo and direct charge, builders have often been accused by high housing authorities, including NHA Administrator Blandford, of being unable to produce for the great middle market that can afford to pay between \$20 and \$40 per month. A look at builders' prewar records might clarify the picture for all of us, including the Administrator. Recently released FHA figures show that more than half of the 1,300,000 home owners insured are paying less than \$40 per month for all charges, including taxes and amortization. They show also that of 670,000 new homes built with FHA assistance from 1935 to 1941, more than 45 per cent of the homes cost less than \$5000. As an indication of the way builders were moving up on the problem—without NHA help, either

—in 1941, the last reasonably normal building year, 40 out of every hundred home owners were paying from \$30 to \$40 per month, and 28 out of every hundred were paying less than \$30 per month! Which means that builders were serving, at least with 68 per cent of their product, that market. And were already doing the job NHA hopes to teach them how to do after the war.

## AND SPEAKING OF INCOME

We looked up FHA's report of operations for 1941 and found: That 58 per cent of the new home mortgages and 47 per cent of existing home mortgages insured were for families with incomes between \$1500 and \$2500 annually. That for families in the \$1500-\$1999 bracket, average family income was \$1741, average valuation of property bought was \$4247, an average net monthly mortgage payment for interest and amortization (not including taxes) was \$20.97, or only 14.5 per cent of family income. An amount, we should say, distinctly not out of line; and a bright red feather in the cap of the "horse and buggy industry" for service to the lower income groups!

**JOHN Q. GETS A BREAK**—At this writing, builders can not build houses under H-2 quotas, where such exist, to sell for more than \$8000. But John Q. Citizen can. So long as he does not violate the lumber restrictions of WPB, and so long as he will agree not to sell the house he builds for more than \$8000 for the duration, there is no dollar ceiling on the value of the home he may build—or contract to have a builder construct for him. All he has to do is file his 2896 WPB form with FHA and get one of the H-2 priorities each such office (with a quota) has set aside for those building for their own use.

**SMOKED 'EM OUT?**—The Truman appointment of Raymond M. Foley as FHA Commissioner appears to have roused the public housing boys. A few days after it was made, Senator Wagner announced that he would introduce his over-housing bill (calling for a permanent NHA, among other things) in the Senate in August. This bill (see *American Builder*, April, 1945, page 79) is the one that Lee Cooper, real estate editor of The New York Times, scooped the country on some months back—only to have his story completely and sanctimoniously denied by NHA and all others concerned. Remember the old saying: "If you see it in The Times, it's so



## When it's a Mueller Climatrol System, you are sure of delivering True Indoor Comfort ... with results that reflect credit on your choice

When you specify "Climatrol," you know that you are providing equipment which is up to the heating standards of today and tomorrow. Up to the standards of today, because Mueller has long been a leader in the improvement of warm air heating toward the goal of true indoor comfort. Up to the standards of tomorrow — because the Climatrol System is basically designed to handle and condition *air*, and every one of the major "Comfort Factors" is dependent upon conditioning of air. Therefore, as engineering makes fur-

ther advances, features can be added to provide additional "Comfort Factors." . . . Mueller's 88 years of progress is your assurance of satisfied home owners. The complete Mueller line enables you to select the *correct* furnace or winter air conditioner especially designed for the chosen fuel — gas, oil, or coal — for old or new homes of every size, type, and price range. Specify "Climatrol by Mueller." Write for bulletins. L. J. Mueller Furnace Co., 2016 W. Oklahoma Avenue, Milwaukee 7, Wisconsin.

B-24

# Climatrol

REG. U. S. PAT. OFF.



Whether it's air conditioning or  
refrigeration for a business  
establishment or for a new home

*Look to the favorite  
Look to Frigidaire*



**UNITED AIR LINES** puts accent on modern, dependable equipment. That's why United Air Lines specified Frigidaire air conditioning equipment for its headquarters office building at the Chicago Municipal Airport... Frigidaire refrigeration equipment for preserving perishable foods in many of its flight kitchens and employe cafeterias, for ice cream storage, and for cooling bottled beverages for its busy war workers.

## Frigidaire Peacetime Products

FOR HOMES AND APARTMENTS,  
OFFICES AND BUSINESS  
ESTABLISHMENTS



Household Refrigerators  
—in all sizes and models  
—including the famous  
Frigidaire Cold-Wall.



Electric Ranges—from  
small apartment models  
to full size deluxe cabinet  
models.



Fully-automatic Electric  
Water Heaters—in many  
capacities and models.



Home Freezers for freez-  
ing foods and storing  
frozen foods in the home.



Portable self-contained  
type Air Conditioners—  
for window installation.



Home Air Conditioners  
—complete in a single  
package.



Water Cooling equip-  
ment for all applications.



Self-contained, large ca-  
pacity, Air Conditioners.



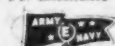
Refrigeration Cooling  
Units and Compressors  
for large refrigerators.

Whatever you may need—  
cooling, refrigeration or air condition-  
ing—consult your Frigidaire Dealer.  
He will be able to tell you about the  
kind of equipment that will meet  
your needs most effectively... give  
you the latest information on when  
this equipment may be available.  
Find his name in classified section  
of telephone book. Look under  
"REFRIGERATION".  
Or write Frigidaire, 420  
Amelia St., Dayton 1,  
Ohio. In Canada, 332  
Commercial Road,  
Leaside 12, Ontario.



**VICTORY IS OUR BUSINESS!**

For Excellence



in War Production

# FRIGIDAIRE

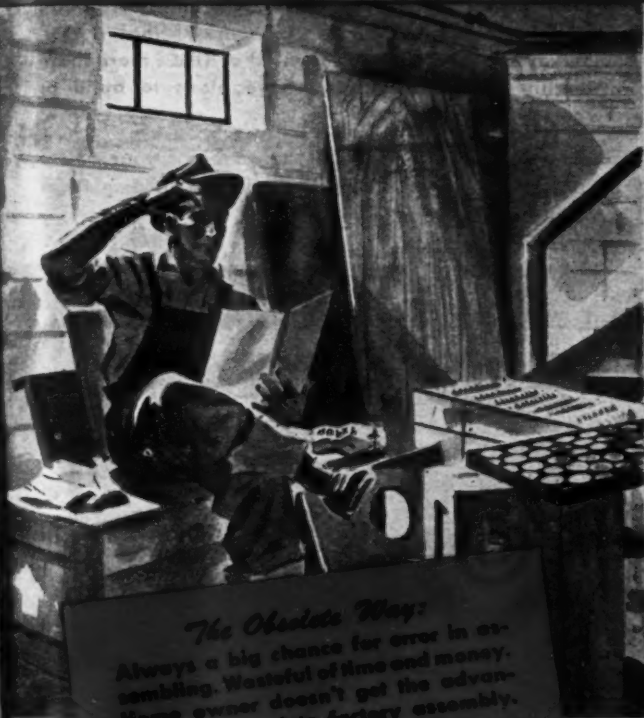
Made only by

## GENERAL MOTORS

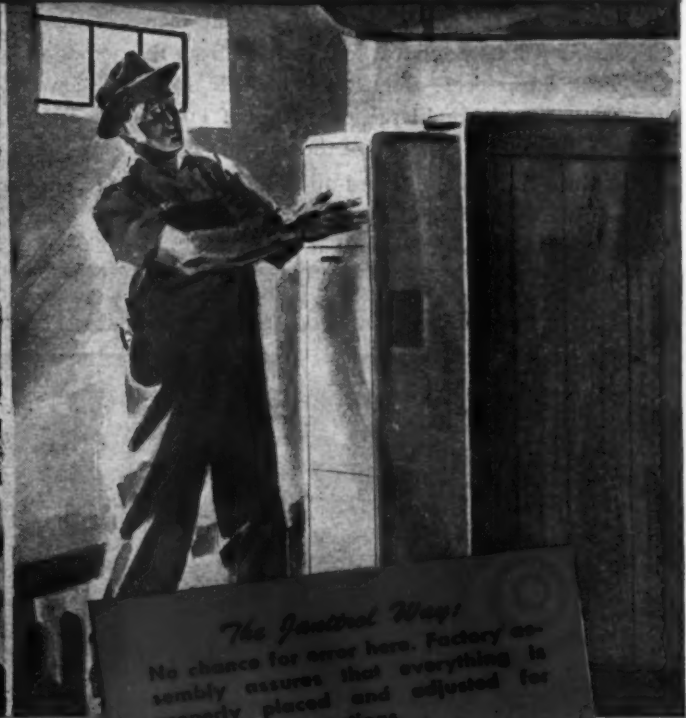
Peacetime Products

COMMERCIAL REFRIGERATION • AIR CONDITIONERS  
BEVERAGE, MILK, AND WATER COOLERS  
REFRIGERATORS • RANGES • WATER HEATERS  
HOME FREEZERS • ICE CREAM CABINETS

# Janitrol's FACTORY ASSEMBLY CUTS COST—INCREASES CUSTOMER SATISFACTION



*The Obsolete Way:*  
Always a big chance for error in assembling. Wasteful of time and money. Home owner doesn't get the advantages of complete factory assembly.



*The Janitrol Way:*  
No chance for error here. Factory assembly assures that everything is properly placed and adjusted for quick easy connections.

IT will mean a lot—both to you and to those who will buy the postwar homes you build—to have them equipped with Janitrol *factory assembled* gas-fired heating units.

First, Janitrol cuts installation time—saves you labor costs—makes possible quicker occupancy.

Second, there's no chance of broken parts or error in assembling. Factory testing of complete unit is your

assurance that every part is in the right place, and in proper working order.

Third, Janitrol assures greater home owner satisfaction right from the start. No inconvenience of frequent service calls and adjustments.

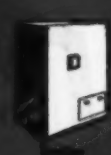
Yes, with your heating contractor you simply select the size Janitrol you need, receive it all in one compactly assembled unit, and it's ready

for the necessary connections to duct work, gas outlet, and controls. It will be as simple as that!

But don't wait until the postwar building boom is upon us before you learn more about what Janitrol can do for you. For complete descriptive data on Janitrol's many advantages and extensive line of gas-fired heating equipment, write Surface Combustion, Toledo 1, Ohio, *today*.

# Janitrol

## GAS-FIRED HEATING EQUIPMENT



# Presenting THE SHOW-ROOM HOMES *of the Nation*

**T**HE GOVERNMENT has begun to relax wartime controls of building materials. Soon we'll see more and more new homes going up all over the land.

The owners and builders of a great many of these homes will borrow ideas and features from the homes of *TIME* subscribers—from homes like Mr. Robin's, shown below. For, by and large, the homes of *TIME* families are the "show-room" homes of the nation.

*TIME* readers are looked-up-to members of their communities. They have the habit of progress, of wanting

new things and better things—and they have the incomes (more than twice the U. S. average) to indulge that habit.

Did you know that nearly 600,000 *TIME* families own their own homes?—that they own nearly 150,000 additional summer or winter homes?—that a test-survey shows that almost 3 in 10 of *TIME*'s more-than-a-million families already have plans to build or remodel after the war?

Sell *these* families first—and thousands of your *other* prospects will see your building products on display in homes they admire and copy.



Architects: Voorhees & Everhart

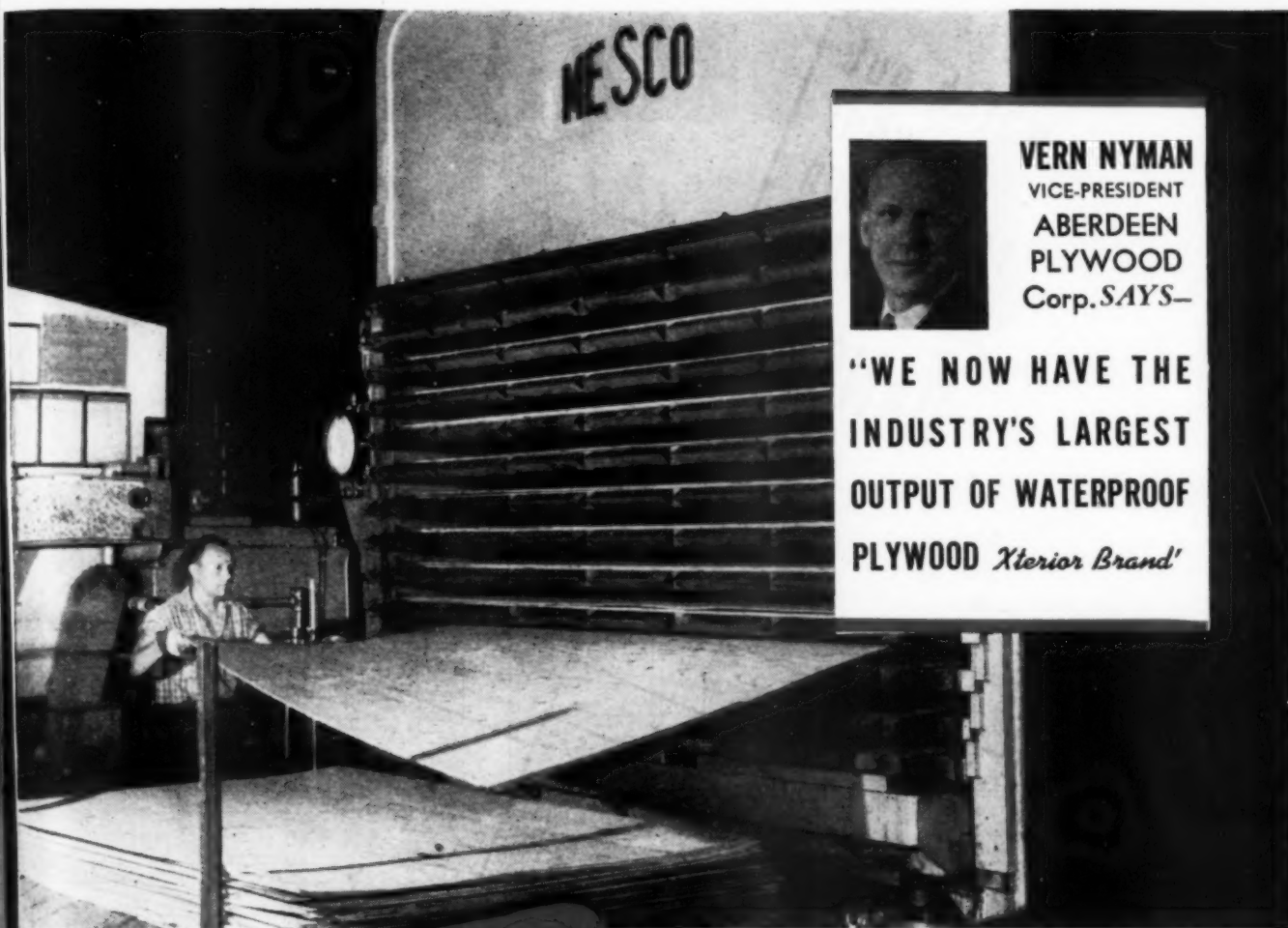
**TIME Subscriber 10-75-HH-859-847**—Philip Robin owns this hillside home at Winston-Salem which has been selected by the editors of *Architectural Forum* as one of the recently constructed U. S. homes most likely to influence new trends.



## GATEWAY TO THE BUILDING MARKET

ADVERTISING OFFICES • NEW YORK • CHICAGO • BOSTON • PHILADELPHIA • CLEVELAND • DETROIT • SAN FRANCISCO





**VERN NYMAN**  
VICE-PRESIDENT  
ABERDEEN  
PLYWOOD  
Corp. SAYS—

**"WE NOW HAVE THE  
INDUSTRY'S LARGEST  
OUTPUT OF WATERPROOF  
PLYWOOD *Xterior Brand*"**

**XTERIOR**

**ABSOLUTELY WATERPROOF  
AND WEATHER-RESISTING**

When you think of  
Plywood, think of—  
**XTERIOR BRAND**

**X**TERIOR BRAND has been to war too! For four years this hot-press, synthetic-bonded Douglas Fir Plywood has been serving our country. Around the globe, wherever a waterproof, weather-resisting surfacing was needed XTERIOR BRAND has served with distinction.

Soon, however, when the construction industry swings into its huge postwar task, the famous XTERIOR BRAND will again be the most important name in plywood. This superb quality material will be available in quantity from Apco, the largest producers of waterproof plywood in the industry.

**ABERDEEN PLYWOOD**

MANUFACTURERS OF HOT PRESS DOUGLAS FIR PLYWOOD

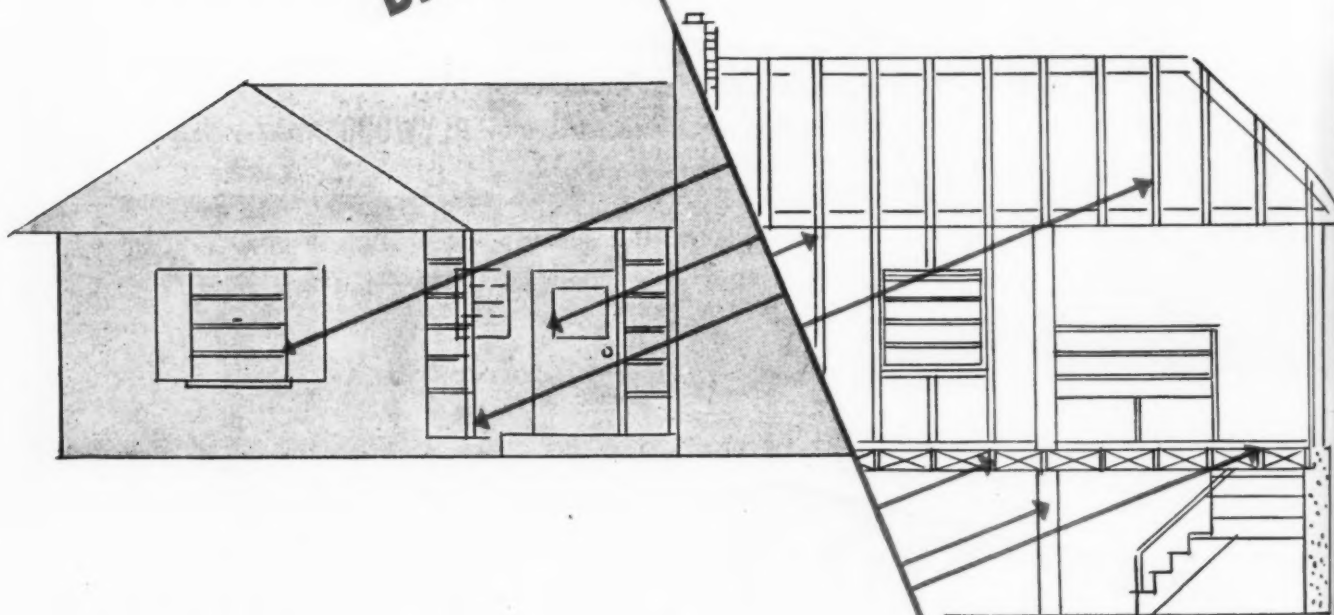


*Corporation*  
FOOT OF ALDER STREET  
*Aberdeen, Washington*

watch out  
for your  
reputation  
at these

DANGER

SPOTS



THESE HOMES you will design or build are going to be talking about you for years.

If decay works destruction on porches, millwork, trim, etc., if beetles attack flooring, if termites attack joists, plates and other structural members . . . your reputation will suffer, no matter how much good design or craftsmanship are otherwise shown.

To meet the needs of wood preservation, Monsanto offers highly toxic Santophen\* 20 (pentachlorophenol). Proper formulations based on this chemical enable clean treatment of wood, no obnoxious odors to linger in the building and a surface that can be painted, varnished or puttied. Special formulations of Santophen 20 containing water-repellents control dimension change.

It costs only a few dollars to add Santophen 20 protection in building the average home. Formulations of Santophen 20 have been offered as preservatives for wood in the past. After the war there will be more.

Architects, builders, materials manufacturers and distributors . . . inquire now about the results and the opportunities in scientific wood preservation with Santophen 20. Address: MONTANTO CHEMICAL COMPANY, Organic Chemicals Division, 1700 S. Second St., St. Louis 4, Mo.

\*Reg. U. S. Pat. Off.



# BRIXMENT MORTAR

## Makes a Better Bond



To make a good bond with the brick, mortar must be plastic, and stay plastic until the brick is bedded. The



two photographs above show a good comparative test for plasticity—hence for bond. Try this with Brixment mortar!

### —AND A GOOD BOND IS REQUIRED FOR STRONG, WATER-TIGHT MASONRY

The first function of a mortar is to form a strong, permanent *bond* with the entire surface of the brick. When such a bond is secured, the result is a strong, water-tight wall.

Brixment mortar makes it possible to secure this kind of bond because:

- (1) Its great plasticity and its high water-retaining capacity allow a more thorough bedding of the brick, and a more complete contact between the brick and mortar.

- (2) It hardens slowly enough to permit deeper penetration and more thorough keying into the pores of the brick.

- (3) Once formed, a bond between brick and Brixment mortar is permanent, because Brixment mortar does not undergo volume changes sufficient to weaken the bond.

Because of these characteristics, Brixment mortar makes a *better, stronger bond*.

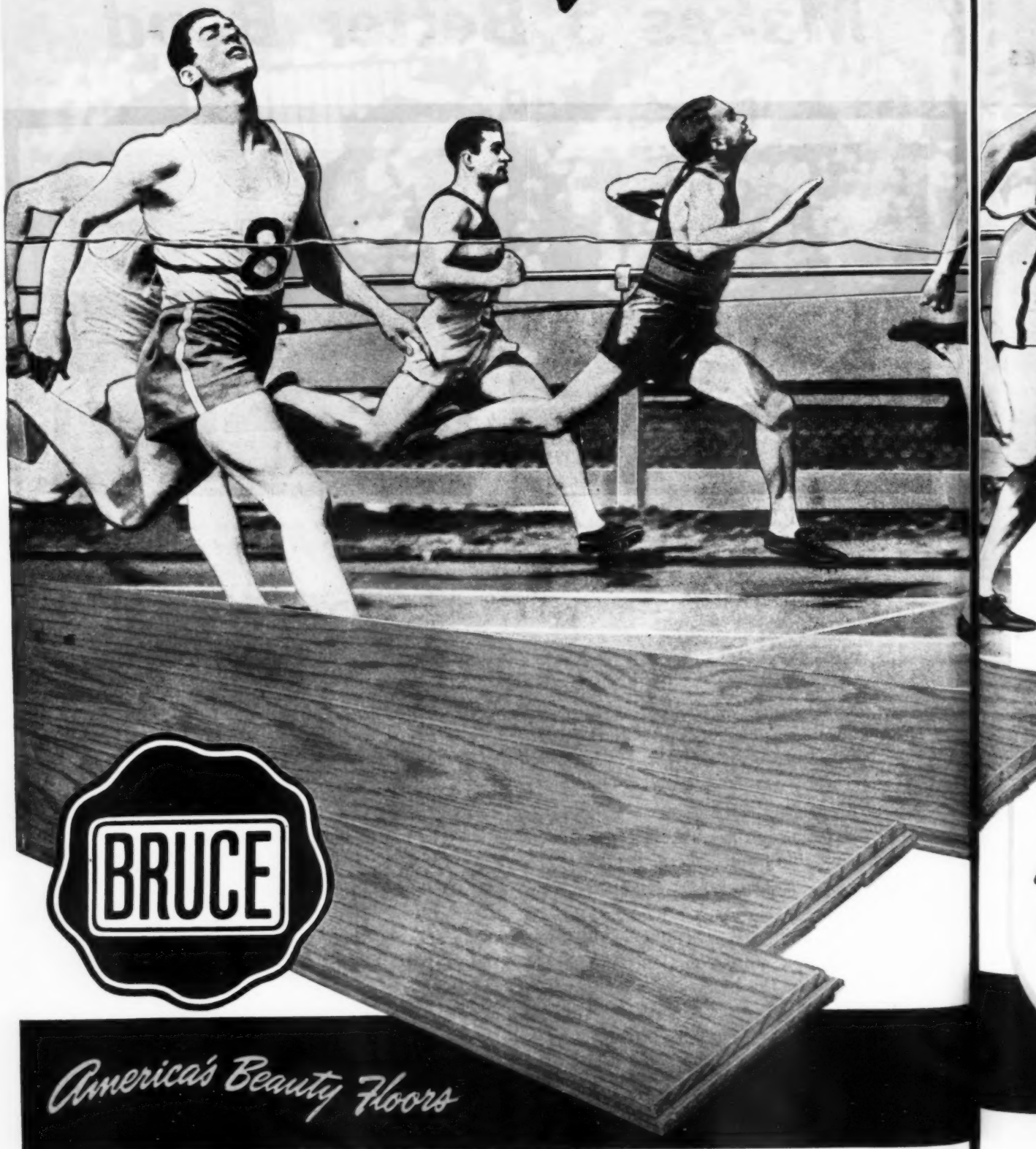
**LOUISVILLE CEMENT CO., Incorporated, LOUISVILLE 2, KENTUCKY**  
**CEMENT MANUFACTURERS SINCE 1830**



in floors, too...

IT'S THE

*Finish*

An illustration of three male sprinters in mid-stride on a running track. The runner in the foreground is wearing a singlet with the number 8. The track is made of wooden planks. In the foreground, a large, detailed wooden floorboard is shown, partially overlapping the track. The background shows a hazy landscape with a fence.


**BRUCE**

*America's Beauty Floors*

# THAT COUNTS !

It's the new **FACTORY FINISH** on Bruce  
Finished Flooring that will make it a  
winner for postwar building

**8** *ways better than  
on-the-job finishes...*

- 
- 1** **Smooth Sanding**—Each strip sanded to perfect smoothness on multiple drum, precision sanders. No sander marks.
  - 2** **Prime Condition**—Finishing starts immediately after sanding, so no "raised grain." Moisture content of flooring is right.
  - 3** **Perfect Filling**—Highest quality silex filler is rubbed into wood as flooring moves down the finishing line.
  - 4** **Thorough Sealing**—Bruce Finish penetrates into wood pores . . . seals them against dirt and wear. Beautifies wood grain.
  - 5** **Infra-red Drying** applies heat uniformly . . . welds finish into a tough, even film. No "unfavorable drying weather."
  - 6** **Extra Buffing** with high-speed brushes burnishes finish into wood . . . provides a harder, smoother surface for waxing.
  - 7** **Superior Waxing**—Special wear-resistant wax is applied evenly, then polished over and over with brushes and buffers.
  - 8** **Proper Seasoning**—Finishing done weeks before flooring is used—so no hazard of finish being walked on too soon.

*Yes!  
it's the Finish  
that Counts  
in Floors!*

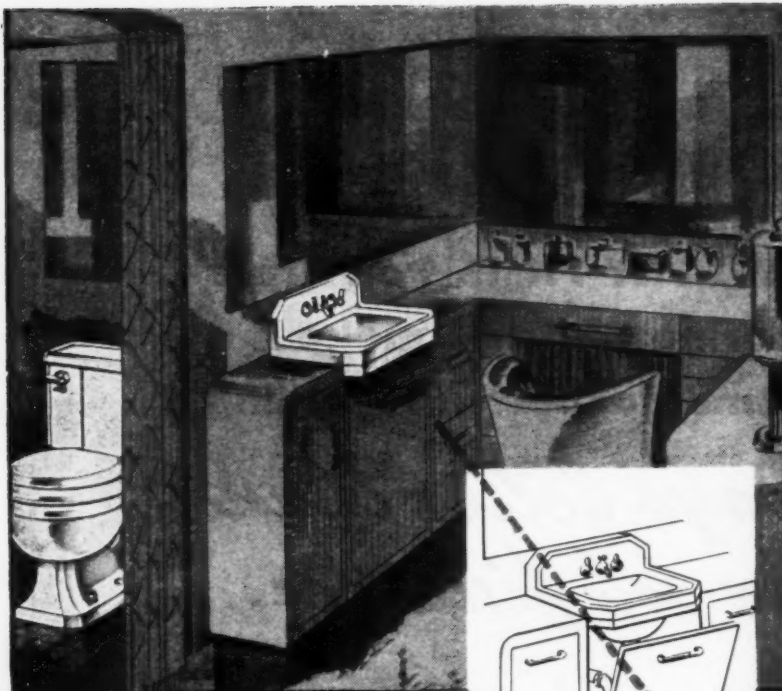
And Mr. & Mrs. Home Builder of tomorrow will know about the advantages of Bruce Finished Floors. Color advertisements in American Home, The Saturday Evening Post, Better Homes & Gardens, House Beautiful, House & Garden, and Small Homes Guide will present the beauty, wear and ease of cleaning features of this modern flooring. Watch for these smart, attractive ads!

**E. L. BRUCE CO.**

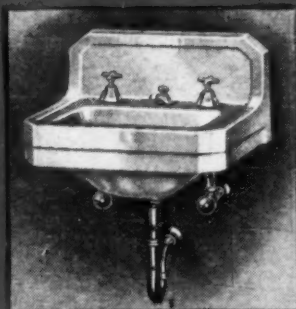
**MEMPHIS, TENN.**

*World's Largest Maker of Hardwood Floors*

**BRUCE FINISHED FLOORS**



Separate dressing room treatment with built-in cabinets and working surfaces.



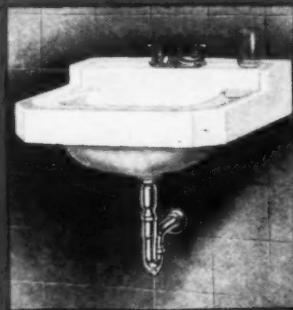
Delta 24140-S—Octagonal design with high back. Available in two sizes, its basins are of better than average capacity. Has concealed overflow and antisplash rim.



LaSalle 24107-S—Octagonal shape with low back. Ideally suited for areas of reduced space requiring less than average projection from the wall. Available in two sizes with concealed overflow.



Martha Washington 23186-P—An octagonal wall-hung unit, having the advantages usually found only in larger lavatories. Has generous shelf-back, concealed overflow and antisplash rim.



Savoy Junior 23194-S—Ledge-shelf style of adequate size. The streamline simplicity of this piece harmonizes with most all backgrounds. Has concealed overflow.

# ELJER

## PLUMBING FIXTURES

### FIT INTO APPEALING TREATMENTS OF SPACE USE

Eljer plumbing fixtures offer many extras that appeal to your clients and give you important merchandising advantages.

As an example, current style trends emphasize the need to make efficient use of available space in bathrooms and powder rooms. This often calls for built-in cabinets, dressing table surfaces or a combination of both. A fixture is required that can be properly adapted. Eljer wall-hung vitreous china lavatories such as the Martha Washington, Savoy Junior, LaSalle and Delta, fulfill all such requirements. These fixtures give free hand to the planner and add reputable distinction to his dwellings.

Be sure your clients always receive the advantages of the extensive Eljer line... **SPECIFY ELJER AND BUILD WITH ELJER PLUMBING FIXTURES.**

## ELJER CO.

FORD CITY • PA.

SINCE 1907 MAKERS OF FINE PLUMBING FIXTURES



# IN PITTSBURGH, TOO

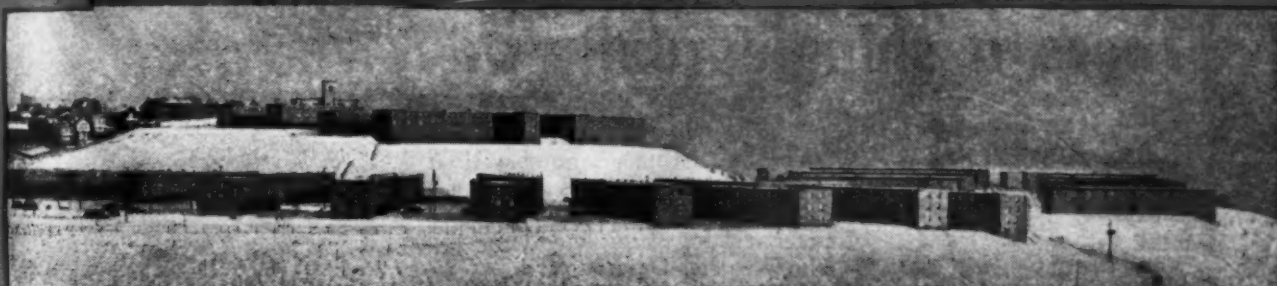
*Reliance is placed on Norge "Products of Experience!"*



*Sponsor—*

HOUSING AUTHORITY OF THE  
CITY OF PITTSBURGH  
ARCHITECTS: MARLIER, LEE,  
BOYD & FRACK  
BUILDER: HUNKIN-CONKEY  
CONSTRUCTION CO.  
NUMBER OF BUILDINGS: 87  
NUMBER OF DWELLING UNITS:  
1851  
NORGE EQUIPMENT: 1851  
GAS RANGES

*At left: Wadsworth Terrace  
Below: Alliquippa Terrace*



The combined WADSWORTH and ALLIQUIPPA housing projects, located in the "Terrace Village" section of Pittsburgh and consisting of 87 separate buildings, furnish further evidence of the high regard in which Norge household products are held by eminent architects and builders.

SEE NORGE BEFORE YOU BUY

# NORGE HOUSEHOLD APPLIANCES

NORGE DIVISION, BORG-WARNER CORP., DETROIT 26, MICH.

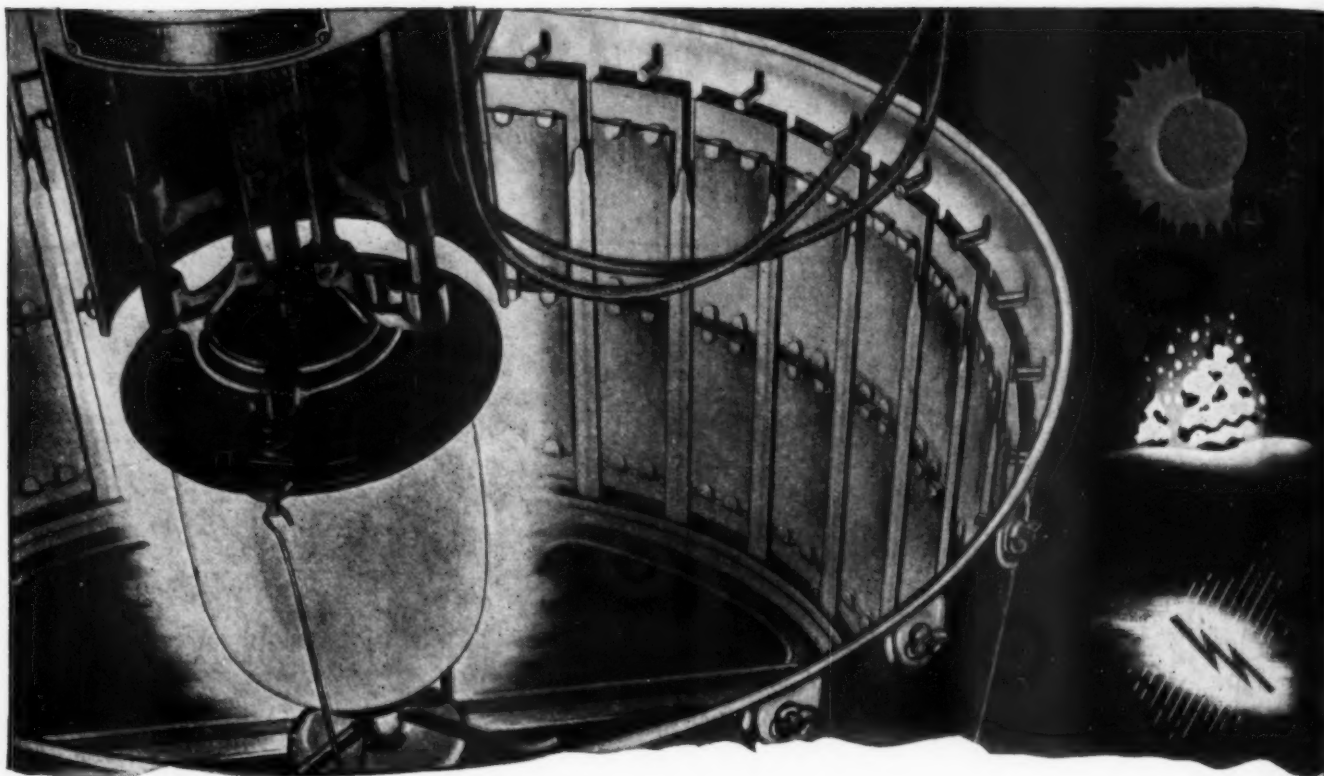
ROLLATOR REFRIGERATORS  
HOME HEATERS

GAS RANGES

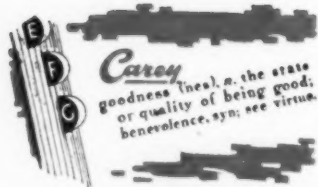
RO-TA-TOR WASHERS

ELECTRIC RANGES

COMMERCIAL REFRIGERATION



## Where a shingle really "catches hell"!



**PRODUCT GOODNESS** brings repeat sales . . . freedom from complaints and servicing.



**STEADY PROMOTION** makes Carey products highly acceptable to your customers.

With your customer's good-will at stake, Carey Researchers really get tough. Take the merciless Weather-Ometer test for example.

The Weather-Ometer produces *intensified* weathering conditions—rain . . . blazing heat and light . . . zero cold—that "age" shingles, roofings, sidings and coatings as much in weeks as normal exposure does in years. This helps our research men predict how a product will behave 5—10—15— or more years from now.

It's another Carey way of beating trouble to the punch . . . another phase of the continuous and conscientious testing that keeps Carey products so uniformly good and readily accepted by your customers.

To benefit by this business-building force . . . recommend, build and remodel with—



**CAREY RESEARCH** is making our products better and better . . . continually developing new ones.



**CAREY "SHOW-HOW"** simplifies proper product application . . . makes sales "stick".

## the *Carey* line

Asphalt Shingles and Roofings  
Asbestos Shingles and Siding  
Roof Coatings and Cements

Asphalt Roll Brick Siding  
Asbestos Coverall Board  
Miami-Carey Bathroom Cabinets and Accessories

Rock Wool Insulation  
Waterproofing Materials

The Philip Carey Manufacturing Co., Lockland, Cincinnati 15, Ohio In Canada: The Philip Carey Co., Ltd., Office and Factory: Lennoxville, P.



BIG

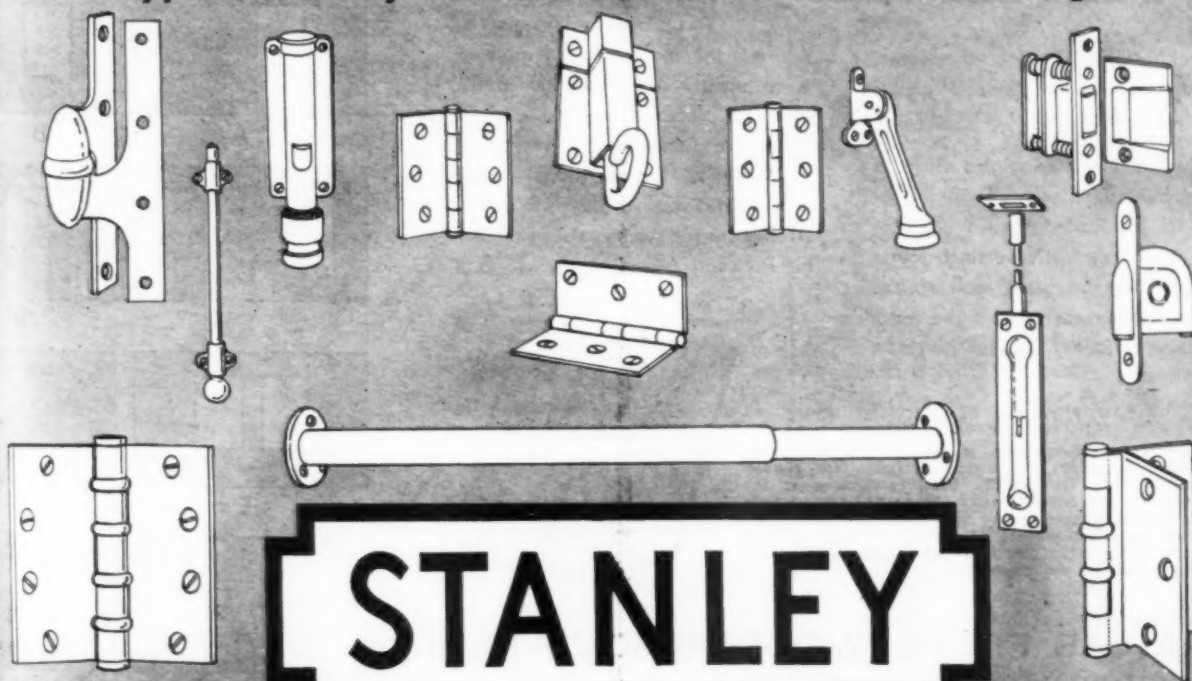
and little . . . **STANLEY HARDWARE**  
*suits them all!*



The few hinges and a hasp on the corner news stand – and the thousands of items required to fit out a great office building – these tell the story of Stanley Hardware quality, variety, usefulness.

With so great a selection of types and sizes in the complete Stanley line, you can go after a wide variety of construction jobs confident that the hardware which has been an integral part of American construction for over 100 years will continue to satisfy owners and tenants alike. The Stanley Works, New Britain, Conn.

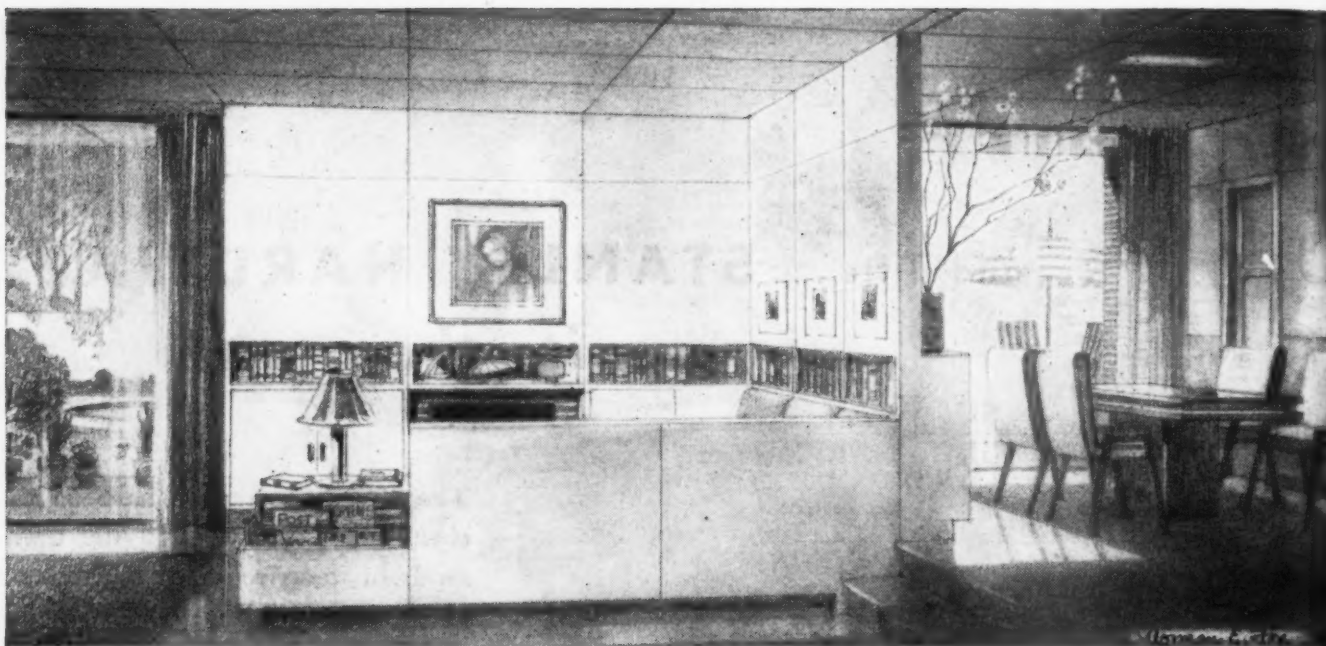
**Typical Stanley Hardware Items for Office Buildings**



**STANLEY**

ESTABLISHED 1843





*A Dining-Living Room with Walls Paneled as Shown in Diagram Below*

*No. 8 of a Series*

Many and varied are the wall design treatments made possible through the use of durable Douglas fir plywood. The attractive living-dining room above is one architect's conception of the design suggestion detailed at the right—a three-

## **Many fine modern rooms use beautiful Douglas Fir Plywood for walls and ceilings**

panel treatment with the large, light, kick-proof plywood panels applied horizontally.

Several basic principles serve as guides in planning walls of Douglas fir plywood. Always start at the openings with vertical joints and divide the plain wall spaces in an orderly pattern for the most pleasing effect. Vertical joints

should be used at top and bottom of windows and at top of doors as shown in Figures A, C and G. If the width of door or window is more than four feet, however, do not hesitate to place the panels horizontally as in Figures B and E.

Combinations of vertical and horizontal arrangements are used in the same room with pleasing effect.

Where special patterns or patterns made up of small panels are

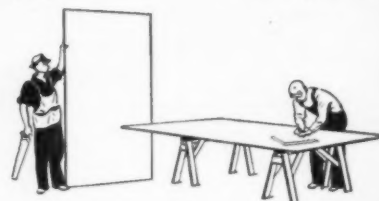
desired, the recommended method is to sheath with 5/16" or 3/8" Plyscord placed horizontally, then apply the finish panels (Plypanel or Plywall). For additional technical data, see Sweet's File for Architects or write the Douglas Fir Plywood Association.

### **CAN PLYWOOD BE SPECIFIED NOW FOR POSTWAR USES?**

The increased capacity of the industry will make MORE Douglas fir plywood available for civilian consumption THAN EVER BEFORE, as soon as the needs of the armed services lessen or war restrictions are lifted. There will be no reconversion delays; the same types and grades of Douglas fir plywood that are now being made can flow immediately into peacetime building and construction.

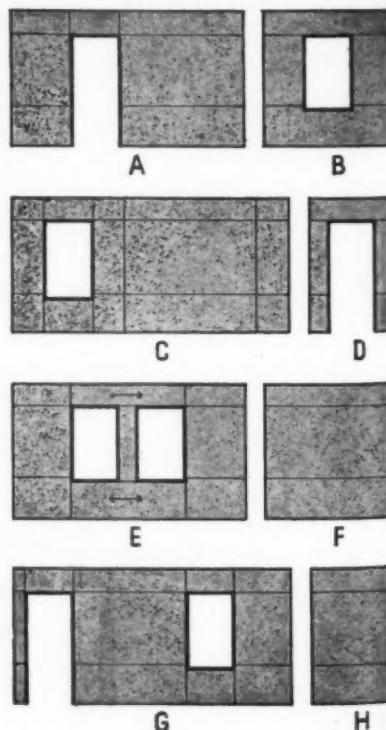


**DOUGLAS FIR PLYWOOD ASSOCIATION**  
Tacoma 2, Washington



There are three grades of Douglas fir plywood panels made especially for various phases of wall construction. **PLYWALL** is made especially for standard wallboard use; **PLYPANEL** is a premium panel used for quality interior work; **PLYSCORD** is a utility panel made for wall and roof sheathing.

### *Simple Suggestions For An Attractive Wall Design With Plywood*



**IF YOU DON'T WANT YOUR POST-WAR  
HOME TO GET YOU "ON THE HOOK"...  
... here's a money-saving tip!**



● No matter how attractive a home may be, no one wants to be "hooked" by a house that costs too much to heat. Not only is it a "headache" to own—but often a problem to sell or rent.

One way to guard against that is to make sure the home you build or buy has an *adequate chimney*. That means a chimney with a flue big enough to handle efficiently not *only* the expensive fuels—but *also* Bituminous Coal, which is the most economical of all home-heating fuels.

Then, even if you *now* plan to burn some other fuel—you'll *always* be free to switch to Bituminous Coal at any time in the future. And the cost of that "insurance" is only about \$16 extra for the average 7-room house!

Today, better than 4 out of 7 homes in the U. S. use coal. It gives the steadiest, most uniform and dependable heat. And, when used in a modern stoker, Bituminous Coal is also an "automatic" fuel, as well as clean, smokeless, and odorless.

Why not talk this over with your architect or builder? It will pay you to do so!



**AN ADEQUATE CHIMNEY**—with a flue efficient for burning Bituminous Coal—is also efficient for any other fuel you might choose. And, when you consider that today's costly fuels may be even more so in the future, you see why it's so sensible to provide for being able to burn Bituminous Coal, which will always be plentiful and economical, because America has a 3,000-year supply!

**BITUMINOUS COAL INSTITUTE, 60 EAST 42ND STREET, NEW YORK 17, N. Y.**

(This is one of a series of advertisements now appearing in home-makers' magazines)



## BUILDING A WALL OF WINDOWSEVEN

YES, in Buick's great Chicago aircraft engine plant there are over 7000 Ceco precision engineered windows of steel. Enough steel windows to build a wall seven miles long.

But contribution to monumental structures is not a new business with Ceco. For Ceco construction prod-

ucts and engineering skill have helped build among whether i many others the sky high Golden Gate Bridge, the windows Bonneville Dam, the great Nebraska State Capitol SEVEN P Extra t closing . . .

And men who work on monumental structures build small with the same precision they build big. So lation. A

**ENGINEERING**

**MAKES THE BIG DIFFERENCE IN**

**CECO** ISTRU





## SEVEN MILES LONG

Whether it's steel windows for small homes, or steel windows for great factories, call on Ceko FIRST!

### SEVEN POINTS OF SUPERIORITY IN CECO STEEL WINDOWS

1. Extra tight all-weather seal. 2. Easy opening and closing... no sticking or warping. 3. Controlled ventilation. 4. Durability... last a lifetime. 5. Bonder-

izing... special protection against rust. 6. Extra light area... lets more sun in, easier to see out. 7. These advantages at no premium cost!

**OTHER CECO ENGINEERED PRODUCTS:** All types of Steel Doors, Metal Frame Screens, Metal Lath, Metal Weatherstrips, Steel Joists, Steel Roof Deck, Meyer Steelforms, Adjustable Shores and Clamps, Concrete Reinforcing Bars and Welded Fabric.

### CECO STEEL PRODUCTS CORPORATION

5701 W. 26th STREET • CHICAGO, ILLINOIS

Manufacturing Division • Highway Products Division  
Sheet Steel and Wire Division • Concrete Engineering Division

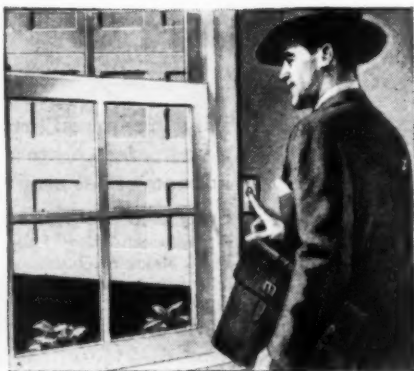
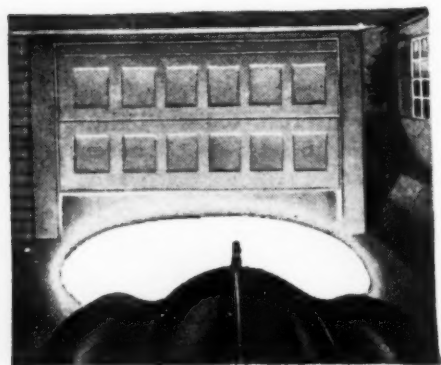
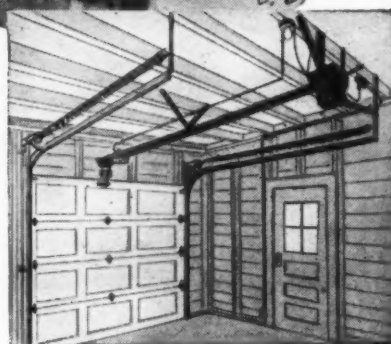
**CEC** CONSTRUCTION PRODUCTS

"Why not start by getting one for YOURSELF?..."



"ONCE you ... and your Missus! ... get to know the comfort, convenience, and even safety of an AVCO Automatic Door Operator on *your own* garage you'll very quickly see how much *extra* appeal it can give to homes you plan or build for sale! ..."

ARCHITECTS AND BUILDERS have been quick to see the advantages of this new device. It costs relatively little and adds an instant *extra* appeal for house-buying prospects. We will gladly send you full details upon request.

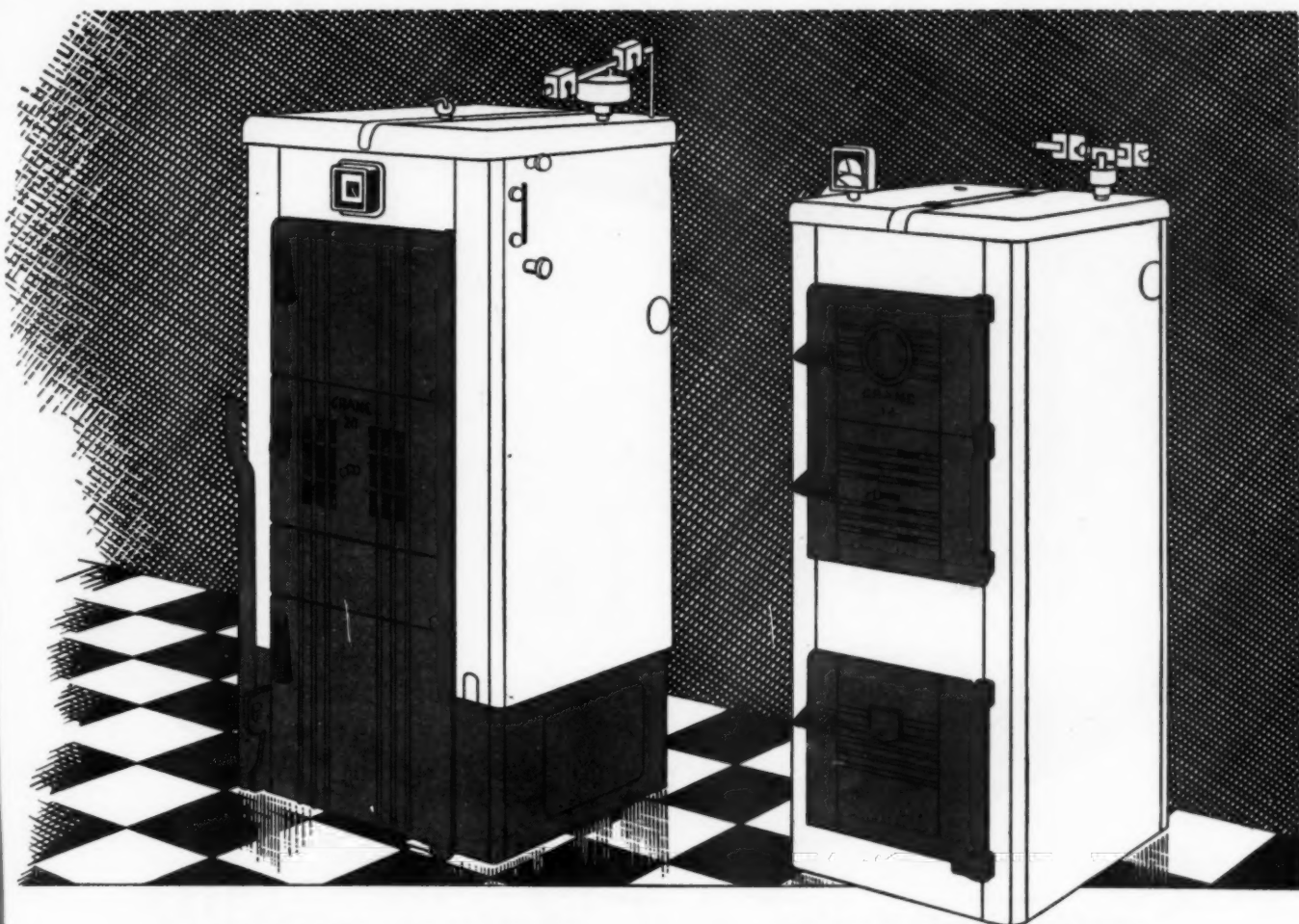


SIMPLE IN DESIGN and easily installed, the AVCO Automatic Door Operator applies to any type garage door. You control it by two buttons ... one in your car and one in your house.

BY PRESSING THESE BUTTONS, you open or close and lock your garage automatically. At the same time you turn its lights on or off. Yard flood lights and house entrance lights can be controlled as an optional extra. At all hours and in all weather, the AVCO Automatic Door Operator turns a daily nuisance practically into a pleasure!

## AVCO Automatic DOOR OPERATOR

The Horton Manufacturing Division  
The Aviation Corporation,  
2482 Scotten Ave., Detroit 9, Mich.



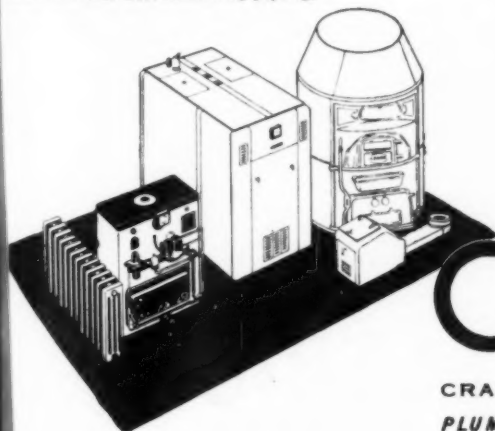
THE CRANE TWENTY is new in design, possessing such fuel-saving advantages as enlarged ceiling heating surface and the Crane patented water travel. Comes in seven sizes for steam or hot water heating.

THE CRANE FOURTEEN possesses new compactness, high efficiency. The wet base design permits it to be installed on a wood floor—without insulation. For steam or hot water heating.

## Two Boilers FROM THE NEW CRANE LINE

Here are the CRANE TWENTY and CRANE FOURTEEN—two new boilers just released by Crane heating engineers to bring greater comfort—better heating—less fuel consumption to home owners.

*Temporarily these boilers will be supplied without jackets. Jackets may be installed later without disconnecting piping.*



Possessing many features that every home owner will appreciate and representing the latest thinking in heating design, these boilers are ideal for either new construction or remodeling. Check with your Crane Dealer or Crane Branch for complete information.

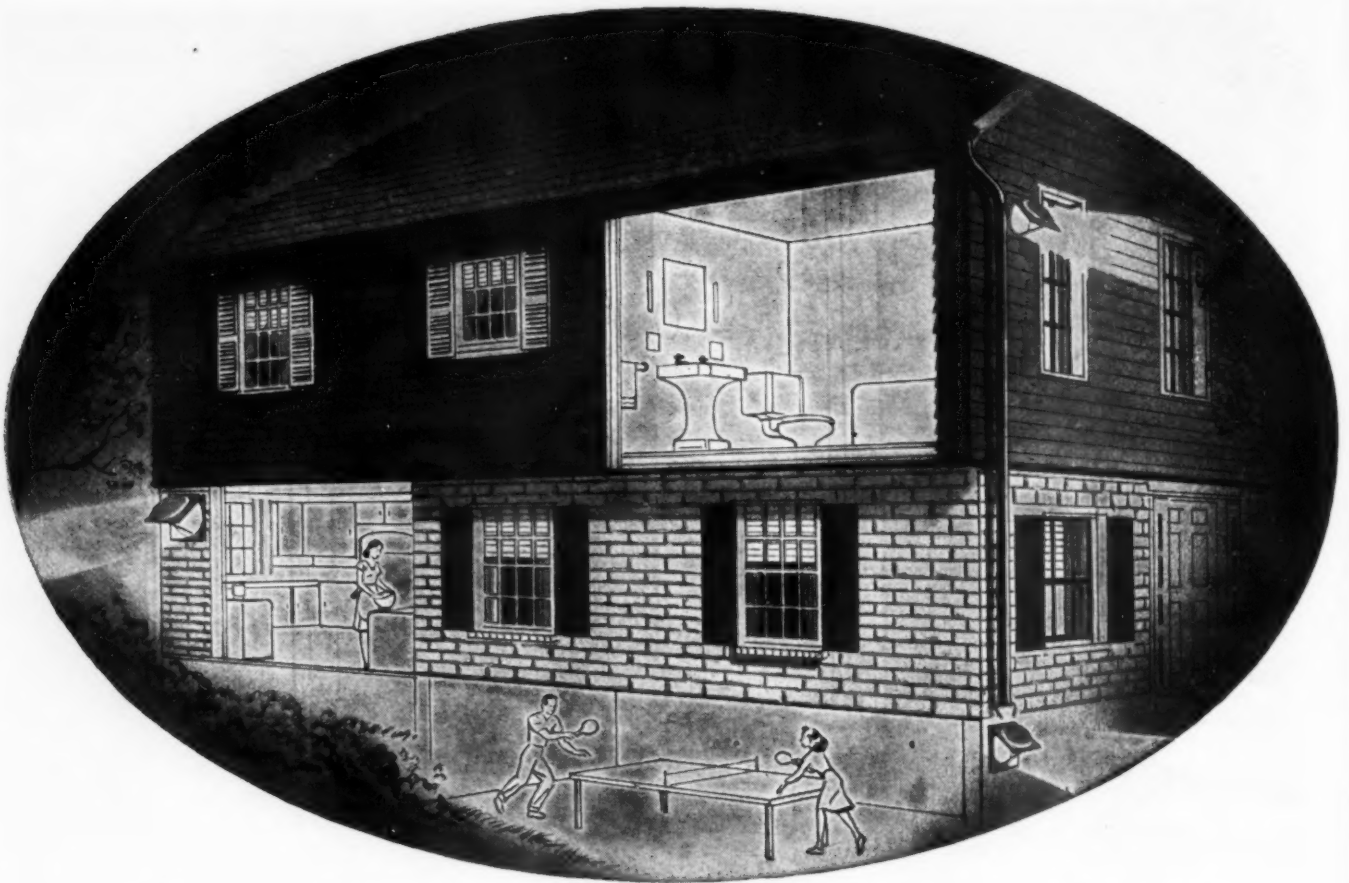
# CRANE

CRANE CO., 836 S. MICHIGAN AVENUE, CHICAGO 5, ILL.  
PLUMBING • HEATING • VALVES • FITTINGS • PIPE



NATION-WIDE SERVICE THROUGH BRANCHES, WHOLESALERS, AND HEATING DEALERS

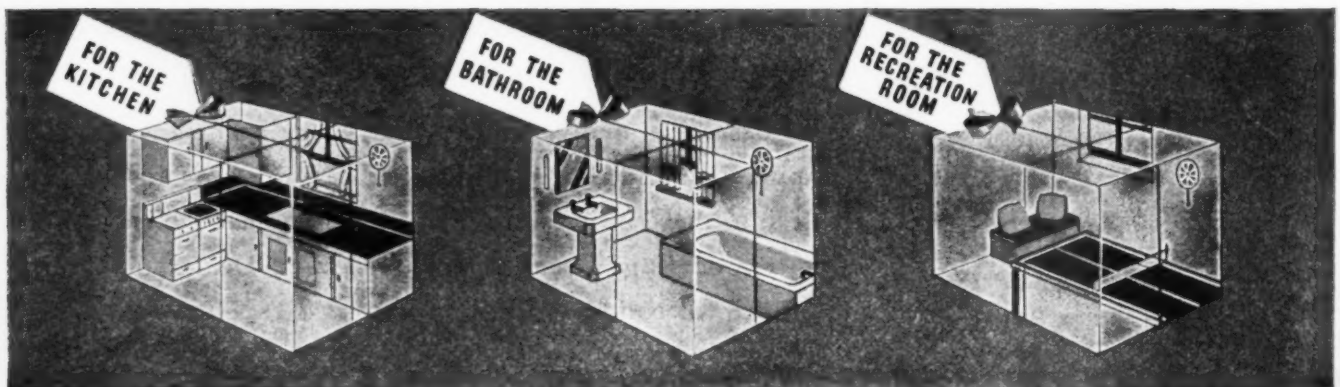




## Some things just don't belong in a HOME

●The millions who are now planning to build new homes or remodel their present ones are convinced that steamy fog, stale or grease and grime-laden air and unwanted odors do not belong in a home. They're going to insist on pure, sweet air in their homes, particularly in the kitchen, the bathroom and the recreation room.

The Victron air-in-motion principle (stale air out—fresh air in) not only enhances the living comfort of the home, but the resale value as well. Homes that include Victron Home Ventilating Fans will be appreciated and welcomed by these people. *Write for full details today.*



MANUFACTURERS OF VICTRON DESK AND PEDESTAL  
FANS—VICTRON VENTILATORS—VICTRON

**VICTOR**  
PRODUCTS



FANS—VICTRON AIR CIRCULATORS—VICTRON EXHAUST  
PORTABLE IRONERS—VICTRON F.H.P. MOTORS

**ELECTRIC**  
INCORPORATED

Dept. AB 845, 2950 Robertson Avenue, Cincinnati 9, Ohio

# 4 MIGHTY GOOD REASONS

FOR SELLING the name that millions know — and trust



## A FAMOUS TRADEMARK.

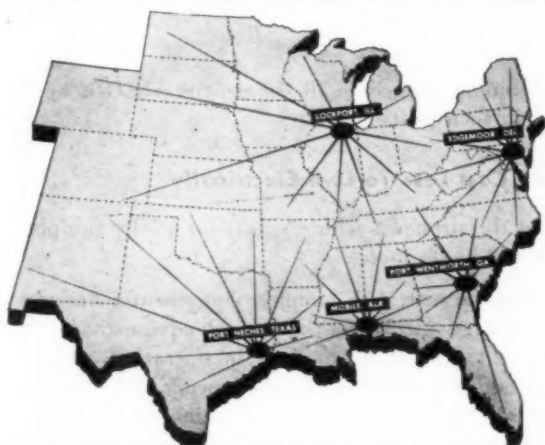
It is a symbol of quality because Texaco is a name that millions know and trust. That means a great deal to the buying public — and greater sales potentials to you on the selling end!



## GOOD PRODUCTS THAT

### ARE POPULAR.

This means public acceptance and so, easier selling for you. Furthermore, you can supply a Texaco asphalt roofing product for every essential roofing need.



**DEPENDABLE SOURCES OF SUPPLY.** You can rely upon deliveries through your local Texaco Roofing Dealers . . . because there are five roofing plants from which they receive their major shipments with "fill-ins" available from a large network of local Texaco warehouses.



## A RECOGNIZED LEADER.

For built-up roofs, Texaco Solid Roofing Asphalt is universally known for its high quality, purity and stability. It is supplied direct to you from two of our major refineries at Port Neches, Texas and Lawrenceville, Ill.

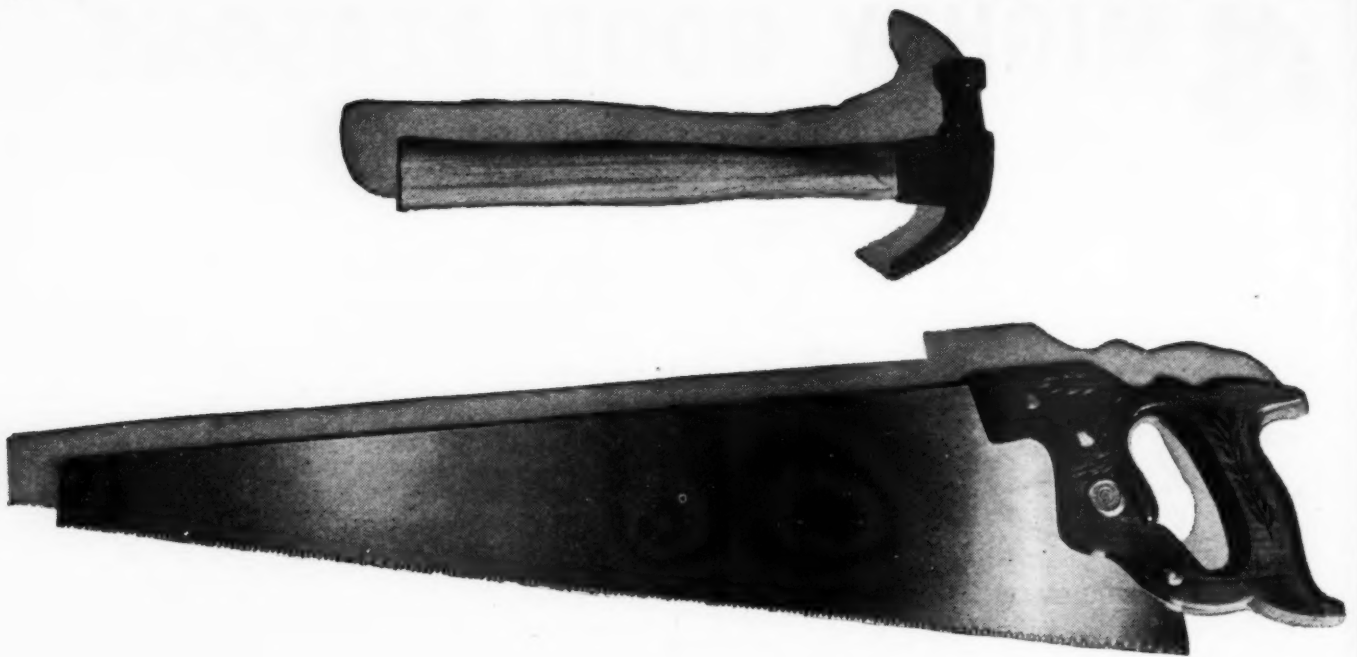


**TEXACO**



# SHINGLES and ROOFING

**DROP IN,** write or 'phone your nearest **TEXACO Roofing DEALER**, or write The Texas Company, Roofing Sales Division, 135 E. 42nd St., New York 17, N. Y.



# Not enough!

**Looks like everyone** with a hammer and saw is planning to cash in on the postwar demand for homes.

But hammers and saws are not enough if the home is going to *sell*!

Your postwar prospects will want well-built homes, designed for "better living"! And they'll expect them to be completely equipped, electrically, with the best in home appliances included as basic elements in the home.

- They'll want adequate wiring and proper lighting.
- Automatic heating and air conditioning.
- An automatic water heater for plenty of hot water.
- An all-electric kitchen with refrigerator, range, dishwasher, garbage Disposall, exhaust fan, clock, and steel cabinets.
- An all-electric laundry with washer, dryer, ironer.

## Most People want G-E Equipment

In a recent survey of women all over the country, 53 out of every 100 said General Electric makes the best electrical appliances for the home!

This preference, more than twice that for the next most popular brand, is why so many builders and architects

are planning to include all the dependable G-E appliances in their postwar homes.

## It Can Cost Less To Live Electrically

One of the strongest selling points for a fully equipped home will be its *lower cost*!

The initial cost, with complete equipment included in the mortgage, will be *less* than if such equipment had to be bought separately. Savings in operation, maintenance, and through longer life of dependable G-E appliances, will more than offset the slight increase in monthly payments.

For figures and facts on these savings, send for your free copies of the two G-E booklets, "Your New Home And Your Pocketbook," and "Castles In Foxholes."

General Electric is ready to help you with a complete merchandising program for better living, electrically. Home Bureau, General Electric Co., Appliance and Merchandise Department, Bridgeport, Conn.

**FOR GOOD LISTENING:** Don't miss Art Linkletter, in "The G-E House Party," every afternoon, Monday through Friday, 4 p. m., E.W.T., CBS. "The G-E All-Girl Orchestra," Sunday, 10 p. m., E.W.T., NBC. "The World Today," News, Monday through Friday, 6:45 p. m., E.W.T., CBS.

**FOR FINAL VICTORY—BUY AND HOLD MORE WAR BONDS**



**GENERAL  ELECTRIC**



This couple wants advice. They recently bought a house. It needs repairs and improvements. They can well afford to put it in top-notch condition, but they want to know what they can do and what materials are available . . . They need your expert services . . .

*you can*  
**profit**  
*from their*  
*problem*



This is a situation which can be duplicated again and again in your locality. But most people haven't any idea of what materials are on the non-priority list, or who sells them.

Here is your cue . . . let these prospects know that you can supply such time-tested products as Barrett Roofings and other genuine Barrett building materials.

We'll give you a hand, too—help you reach these profitable customers. Barrett advertising in The Saturday Evening Post, American Home,

Farm Journal and other big circulation magazines is laying the ground work. Use Barrett direct mail pieces—proved business builders—to put the accent on your name and local services.

*Sell These Barrett Extra-Profit Products Today*

Barrett Roll Roofings  
Barrett Shingles and Sidings  
Barrett Roof Repair Materials  
Barrett Protective Paints



**THE BARRETT DIVISION**

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

2800 So. Sacramento Avenue  
Chicago 23, Ill.

Birmingham  
Alabama



Prices based on first 66 months of both wars  
Source: Bureau of Labor Statistics

## Rationing, price and wage controls have held prices down . . . *but the next step is up to you!*

**The silliest man** (or woman) in America today is the one who thinks he's ahead of the game when he finds a way around the rules of rationing.

**Why is he silly?**

Because every time you pay more than ceiling prices, every time you buy rationed goods without stamps, you are breaking down the very controls that have kept your cost of living lower in this war than in World War I.

What else can you do to keep prices down? Tuck away every dollar you can get your hands on. Put it safely away into War Bonds, life insurance, banks.

Why? With more money in people's pockets than goods to spend it on—every unnecessary thing you buy tends to push prices up.

Save. Don't spend. It's common sense for today—safety for tomorrow.

### ONE PERSON CAN START IT!

**You give inflation a boost . . .**

- when you buy anything you can do without
- when you buy above ceiling or without giving up stamps (Black Market)
- when you ask more money for your services or the goods you sell.

**SAVE YOUR MONEY.** Buy and hold all the War Bonds you can afford—to pay for the war and protect your own future. Keep up your insurance.

**HELP US KEEP**

**PRICES DOWN**

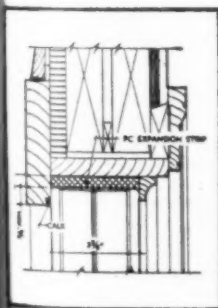
A United States War message prepared by the War Advertising Council; approved by the Office of War Information; and contributed by this magazine in cooperation with the Magazine Publishers of America.



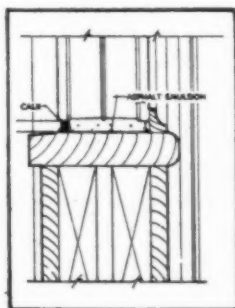
*A*  
*little extra glass*  
**MAKES ANY HOUSE  
EASIER TO SELL!**

FOR EXAMPLE: An entrance framed with PC Glass Blocks is equally attractive from both the inside and outside of the house. Prospects like the floods of daylight which enter and give the room added cheerfulness and smartness. Installation is easy—see details.

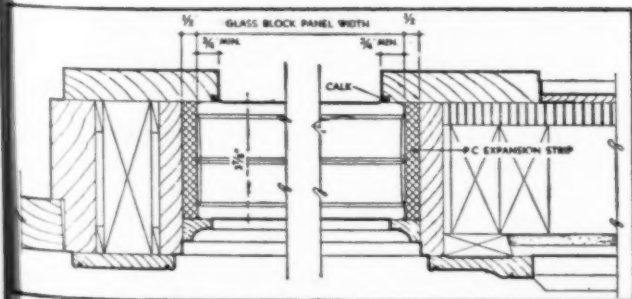
**METHOD OF INSTALLING  
PC GLASS BLOCKS  
IN APPLICATION SHOWN ABOVE**



HEAD



SILL



DOOR JAMB

WALL JAMB

**I**T TAKES only a little extra glass to make a house a home—to make a house appeal to the prospect as a place he would like to own. Glass dresses up a house and gives it a luxurious, but practical, appearance. Only glass can add so much sales appeal at so little cost. Every nickel you spend for glass in a house shows.

Prospects are impressed by the cheerfulness and brightness of PC Glass Blocks. They like mirrors—full-length door mirrors, and built-in mantel or wall

mirrors. They are partial to large "picture" windows—to bathroom wainscots of Carrara Glass. These are but a few of the many ways glass can be used effectively but inexpensively to give a house added charm and utility.

Because glass costs so little, it can be used in even the lowest-cost homes. Send the coupon today for our free booklet which shows scores of glass applications and contains many pages of actual detail drawings showing how each of these glass installations should be made.

**"PITTSBURGH" stands for Quality Glass and Paint**

Pittsburgh Plate Glass Company  
2301-5 Grant Building, Pittsburgh 19, Pa.  
Gentlemen:

Please send me, without obligation, your new book entitled, "A Little Extra Glass Means a Lot of Extra Charm."

Name.....

Address.....

City..... State.....



**PITTSBURGH PLATE GLASS COMPANY**



# *A preview of the Window that Has Everything!*



\*U. S. and Foreign Patents Applied For

**THE CROFT WINDOW WALL UNIT\* IS COMPLETELY PREFABRICATED TO INCLUDE EVERYTHING FROM CORNER BEADS TO VENETIAN BLINDS. FULLY ASSEMBLED AND PACKAGED. NO FITTING OF PARTS. NO EXTRA COSTS.**

Window, screen and storm frames are made of aluminum. Wall sides and sills are steel with a permanent, satin-finish, aluminum plastic coating.

Extremely narrow window frames, allowing maximum light, produce the effect of glass wall panels rather than windows. This appearance is highlighted by the fact that the plaster opening IS the daylight opening.

The outer frame is complete from interior plaster wall to outside wall. Hence the designation — "window wall unit".

All working parts are concealed. No fittings, bulky hardware or screws are visible.

At a touch of the finger, the sash slides smoothly and silently, up or down, in concealed bronze tracks. Thus ventilation is provided both top and bottom.

In stormy and cold weather, a controlled flow of air can be admitted UNDERNEATH the window frame by a mere flick of the finger. Window and storm sash can remain closed.

When interchanging, storm sash and screens are readily dropped in place from the INSIDE in 30 seconds. No fitting or tools required.

Priced for low-cost homes, yet equally suitable for homes in all price ranges, the Croft Window Wall Unit is to be sold through building supply dealers. . . . Write now to be placed on our mailing list.

**CROFT**  
STEEL PRODUCTS, Inc.

## **THE CROFT WINDOW WALL UNIT** Eliminates Following Field Work

- |                              |   |
|------------------------------|---|
| • Corner beads               | • Painting  |
| • Plaster jambs and heads    | • Hardware attachment                                     |
| • Interior and exterior trim | • Adjustment  |
| • Sills                      | • Cleaning  |
| • Stools                     | • Caulking  |
| • Glass and glazing          | • Installation of screens, storm sash and venetian blinds |

Executive Offices:

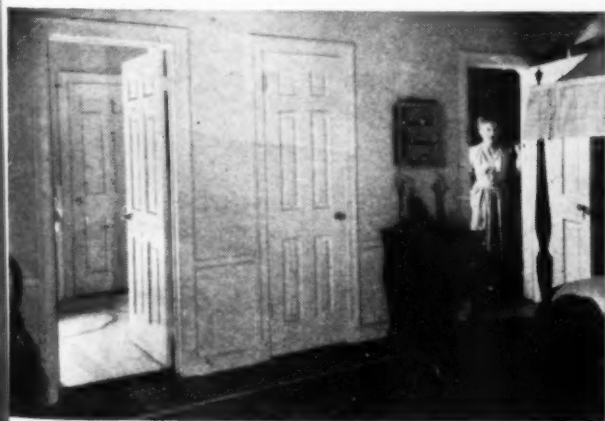
370 Lexington Avenue • New York 17, N. Y.

**CROFT STEEL CASEMENTS IN STOCK INDUSTRY SIZES WILL ALSO BE AVAILABLE SOON**

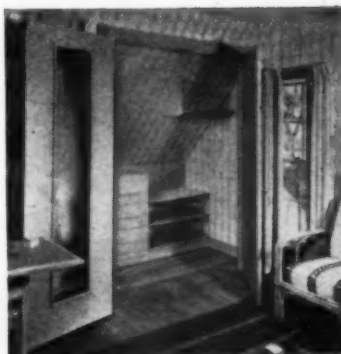
# Smooth their path to CONVENIENT LIVING

with doors and windows of Ponderosa Pine

Doors that save steps—that create better traffic flow within the home and provide extra storage space. Windows that help make daily living more cheerful, more convenient. They're all described in "Today's Idea House," new Ponderosa Pine 32-page idea book that treats doors and windows in terms of their functions in making home life more comfortable and more enjoyable. You'll want a copy of "Today's Idea House" for ready reference—and it is yours for the asking.



**MORE CONVENIENCE FOR BEDROOMS**—Every door in this picture serves a useful purpose! All the bedrooms are connected by the door to the right. Wardrobe and storage closet are located between the hallway door and the bathroom door. Note the excellent proportions of these stock Ponderosa Pine doors.



**MORE CONVENIENCE FOR STORAGE**—The mirrored doors of Ponderosa Pine make possible a combination dressing room and closet, utilizing space which might otherwise be wasted. This is only one of the many ways in which mirrored doors can increase home convenience.



**MORE CONVENIENCE FOR DINING ROOMS**—See how the louvered stock design doors of Ponderosa Pine permit the dining room to be shut off—yet, when opened, permit uninterrupted traffic flow. Such doors, available as stock designs, also add extra interest and character to the home interior.

**SEND NOW FOR  
YOUR FREE COPY!**

"Today's Idea House" contains ideas and suggestions for every room in the home. Profusely illustrated with photographs and diagrams. Your free copy is waiting—mail the coupon.



Ponderosa Pine Woodwork  
Dept. MAB-8, 111 West Washington Street  
Chicago 2, Illinois

Please send me a free copy of "Today's Idea House."

Name.....

Address.....

City..... Zone..... State.....

## Ponderosa Pine WOODWORK

THE BEST IS YOURS... WITH PONDEROSA PINE

GENERAL  ELECTRIC

Kelvinator PHILCO

HOOVER

EUREKA

SILEX  
TRADE MARK REG. U.S. PAT. OFF.

Hotpoint



PREMIER

TOASTMASTER  
REG. U.S. PAT. OFF.



CADILLAC

Coolerator

EMERSON  
ELECTRIC



EASY

UNIVERSAL





Westinghouse

FRIGIDAIRE

Sunbeam

NORGE

Gibson

WESTCLOX 

Telechron

PROCTOR

Deepfreeze

CORY

Admiral



ARVIN

DEXTER  
*Washer*

FARBERWARE

BLACKSTONE  
AMERICA'S OLDEST WASHING MANUFACTURER

LEADING MANUFACTURERS OF  
ELECTRICAL HOUSEHOLD APPLIANCES  
USE POST PAGES TO ESTABLISH  
AND MAINTAIN BRAND PREFERENCE

THE SATURDAY EVENING  
POST

# Designed .

## FOR SMALL HOMES!

FOR REMODELING  
TODAY!



FOR NEW BUILDING  
TOMORROW!



The National No. 1 Series  
Heat Extractor Boiler\*

This compact and efficient boiler offers the features you've been seeking for small home installations. It's designed for coal, oil or gas firing and easily convertible from one to the other.

Water legs extended to the bottom make it easy to install on wooden floor of utility room or kitchen without expensive fireproofing. Minimum floor space and head room requirements.

Another feature, unusual in small boilers, is the availability of a copper coil water heater assuring delivery of an adequate supply of hot water, winter and summer.

\*Furnished with jacket when WPB permits.



**The NATIONAL RADIATOR Company**  
JOHNSTOWN, PENNSYLVANIA

MA

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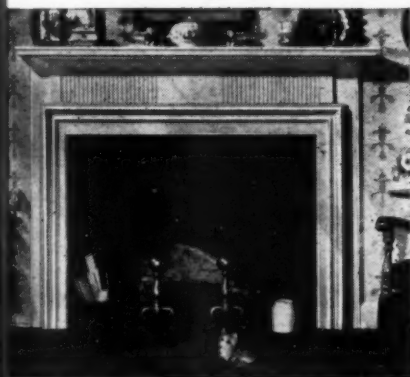
# MAIN ENTRANCE to a Dream-Come-True!

For thousands of home planners, the "home of their dreams" has an entrance like this . . . or another Curtis stock design. Inside, there's a Curtis china closet . . . a Curtis mantel . . . a graceful Curtis stairway. In the kitchen, there are Curtis stock cabinets.

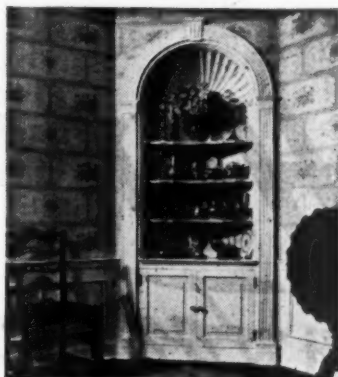
How do we know? Because thousands upon thousands of inquiries prove that Curtis Woodwork looms large in the dreams and plans of home-builders-to-be everywhere.

Since 1866, Curtis has been famous as a manufacturer of fine woodwork . . . authentically designed, soundly made, yet moderate in price. Today, Curtis authentic styling spells beauty and charm for home-hungry America. To you, Curtis Woodwork affords greater scope in giving home-owners greater comfort and value for their money when they build or modernize.

To keep abreast of modern woodwork developments, keep in touch with Curtis. Mail the coupon for latest information and literature.



Fidelity of design—expert craftsmanship—make Curtis mantels a No. 1 choice for the homes you plan. This is only one of many Curtis styles. All have Curtis quality construction.



The desire for beauty—plus the need for extra storage space—are both met by Curtis china closets, made with or without doors, and available either for corner or flat wall installation. Curtis china closets will add extra distinction and character to your plans.



Stock parts make up this Curtis stairway, correct in design and staunch in construction. Several Curtis styles will be available to help you meet owners' needs exactly as well as economically.



With Curtis kitchen cabinets you can make that new kitchen compact—step-saving—efficient—and beautiful! Curtis sectional units are easily installed in any type of space—are made in a wide variety of sizes to fit every need.

★  
MAIL THE COUPON  
FOR INFORMATIVE  
LITERATURE!

1866  
**CURTIS**  
WOODWORK

Curtis Companies Service Bureau  
Dept. AB-8W Curtis Building  
Clinton, Iowa

Gentlemen: Please send me information on Curtis Stock Woodwork for post-war homes.

Name.....

Address.....

City..... State.....



# Tomorrow's Heating Plant



THRUSH WATER CIRCULATOR

**AUTOMATIC** heating is a "must" in the homes of tomorrow . . . and the finest home heating is not merely a blueprint for postwar development . . . it's an actuality that is here right now! Thrush Forced Circulating Hot Water Heat assures that uniform, effortless heating and real home comfort which every one is seeking, with true fuel economy. Best of all it provides year around domestic hot water supply from the same heating installation very inexpensively. Are you keeping in touch with the plans of home builders and home seekers in your community? Tell them about Thrush Flow Control System and help write this better home heating into the specifications. You should also recommend Thrush equipment for modernization work now. If not familiar with Thrush products, see your wholesaler today or write Dept. G-8.

**H. A. THRUSH & COMPANY • PERU, INDIANA**



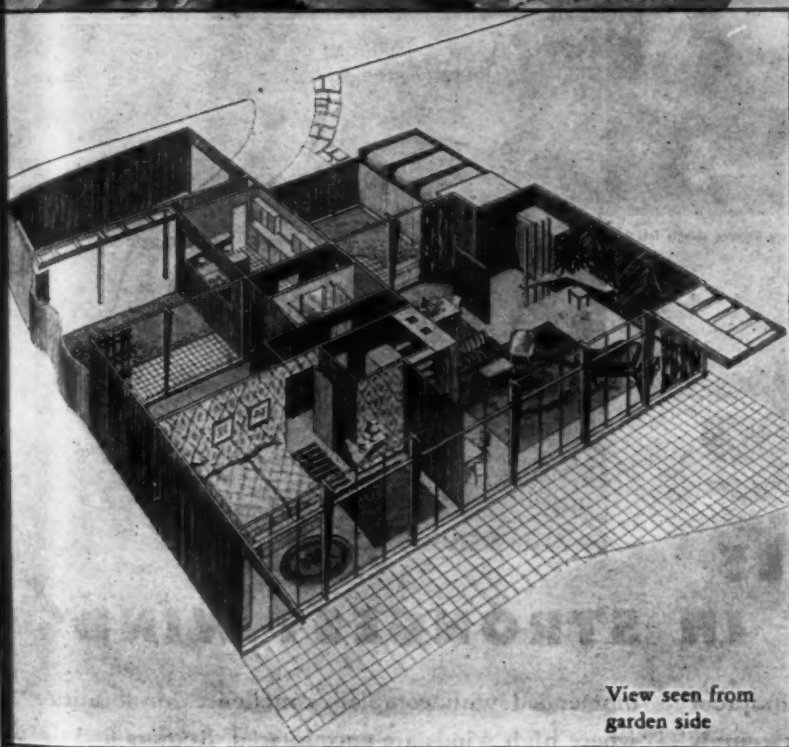
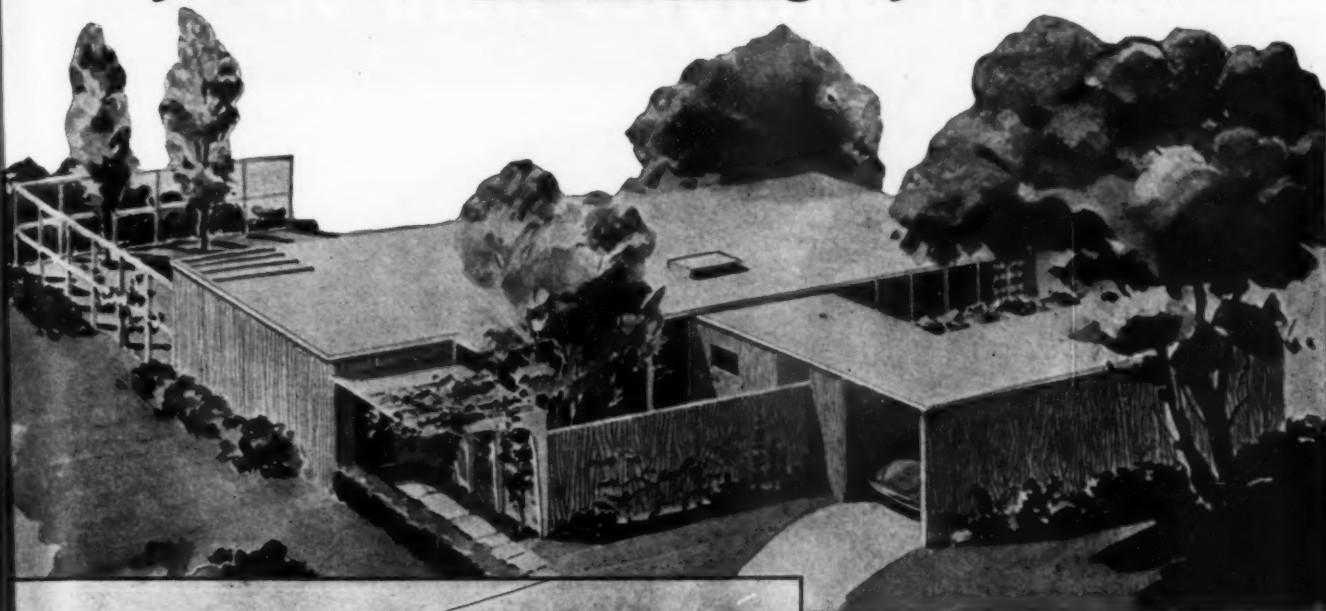
THRUSH WATER HEATER

*Summer - Winter Hot Water Heat!*

Plastic  
Waterproof  
General form  
water-resis  
tended ure  
vents.

# COMPACT, SIMPLIFIED PLANNING

## Keynotes this Prize-Winning Plywood Home



View seen from garden side

### Second-Prize Design

by Lt. (j.g.) Russell M. Amdal,  
U.S.N.R., Washington, D. C.

Plywood's structural possibilities are graphically illustrated in this second-prize plan, in the recent United States Plywood Corporation — "Arts & Architecture" Small Home Competition.

This highly simplified method of construction, based on the principle of the three-hinged arch, shows that plywood is truly a material that combines beauty and utility.

Laminated wood arches...strong plywood hardwood paneling...plywood sheathing for sub-floors, ceilings and walls to be papered...waterproof exterior sheathing...they all combine to produce a compact, livable, economical home for the modest budget.

Another very interesting feature of this design is the way Lt. Amdal provided for today's demand for easy transition between indoor and outdoor living. Here again the structural advantages of plywood permit a freedom of planning that would have been difficult, economically, with other materials.

Complete details of this and the other winning designs are available upon request.



Plastics and Wood Welded for Good

Waterproof Weldwood, so marked, is bonded with phenol formaldehyde synthetic resin. Other types of water-resistant Weldwood are manufactured with urea resins and other approved bonding agents.

## WELDWOOD Plywood

Weldwood Plywood and Plywood Products are manufactured and marketed by  
UNITED STATES PLYWOOD CORPORATION THE MENGEL COMPANY  
New York, N. Y. Incorporated  
Louisville, Ky.

Distributing units in Baltimore, Boston, Brooklyn, Chicago, Cincinnati, Cleveland, Detroit, High Point, Los Angeles, Newark, New York, Oakland, Philadelphia, Pittsburgh, Rochester, San Francisco, Seattle. Also U.S. Mengel Plywoods, Inc. distributing units at Atlanta, Jacksonville, Louisville, New Orleans. In Canada: United States Plywood of Canada Limited, Toronto. Send inquiries to nearest point.

*The roof blew off...  
but the shingles\* held on*



Photograph of roof deck blown completely off the house but with practically every Cyclone shingle intact.

**\* FORD**  
***Cyclone***  
**SAFETY SHINGLES**

**... HOLD FAST IN STRONGEST WINDS**

This shingle is designed specifically as a windproof shingle. The locking notch anchors each butt securely to the lower course so that high winds cannot loosen the shingles or drive snow and rain underneath to cause leaks. The Ford Cyclone, "locked-to-the-roof" shingle, is a sure cure for wind trouble and can be rec-

ommended with complete confidence for localities where high winds are encountered. Roofers find the interlocking operation simple and fast in applying.

The Cyclone Safety Shingle is an exclusive Ford product backed by eighty years experience in making quality roofing materials.

**FORD ROOFING PRODUCTS COMPANY**

Established 1865

111 W. Washington Street, Chicago 2, Illinois

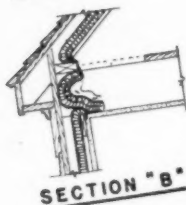
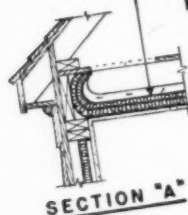
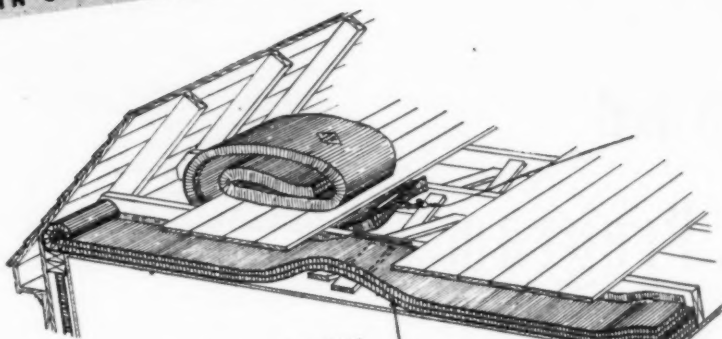
ASPHALT ROOFING • SHINGLES • SIDINGS • FORD-V-NEER



# Balsam-Wool APPLICATION DATA SHEET

SEC.  
D  
NO. 5

## BALSAM-WOOL APPLICATION WHEN ATTIC IS FLOORED



WHEN the attic is completely floored, Double Thick Balsam-Wool may be applied between the floor joists, as illustrated. Where necessary, several floor boards should be removed from each side of the attic room, also over the bridging and at the center of the room. Cut the blanket into lengths half the width of the room, plus 1 to 1½ feet extra for tucking into the corner at the ends and lapping at the center of the room. To the end of the Balsam-Wool Blanket, clip on an ordinary pants hanger to which is fastened a long wire. Starting at either the side or center of the room, insert the wire under a section of the floor boards and pull the blanket through the joist space. The blanket is carried over the top of the bridging. Balsam-Wool may be laid flat on the plaster base, with the flange stapled to the side of the joist wherever possible.

Tuck the outside end of the blanket tightly into the joist space at the intersection of roof and floor. Where the room is narrow and conditions permit, the Balsam-Wool may be taken direct from the roll and pulled through the entire joist space.

In Platform Frame construction, ends of Balsam-Wool should be fastened, as shown in Section A.

When Double-Thick Balsam-Wool is applied between the rafters, it is important that boards at the side of the room be removed so the space between the joists may be insulated with short pieces of Balsam-Wool tucked in place and stapled, as shown in Section B. Failure to do so will result in heat loss and may cause serious condensation.

**WOOD CONVERSION COMPANY**  
First National Bank Building  
Saint Paul 1, Minnesota

BALSAM-WOOL Products of Weyerhaeuser NU-WOOD

- High Thermal Efficiency
- Built for Permanence
- Non-Settling
- Flame-Proof
- Wind-Proof
- Moisture-Proof

VALUABLE  
*Balsam-Wool*  
REFERENCE FILE  
Free TO YOU!

Prepared as a result of several years' research, these Balsam-Wool Application Data Sheets give latest information on insulation application practices—show how to apply insulation under unusual conditions—how to provide fullest protection for home owners. Balsam-Wool Data Sheets are offered without charge by the makers of Balsam-Wool—the famous sealed blanket insulation. Get this valuable material for your file—mail coupon for your set!

# Balsam-Wool

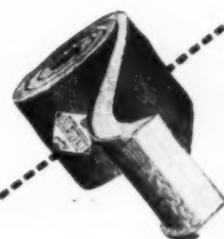
## SEALED INSULATION

- |                     |                     |
|---------------------|---------------------|
| 1. WINDPROOF        | 4. LASTING          |
| 2. MOISTURE-PROOFED | 5. NON-SETTLING     |
| 3. FIRE RESISTANT   | 6. HIGHLY EFFICIENT |

BALSAM-WOOL • NU-WOOD  
Products of Weyerhaeuser

WOOD CONVERSION COMPANY  
119-8 First National Bank Bldg.  
St. Paul 1, Minnesota  
Gentlemen:  
Please send me set of application data sheets.

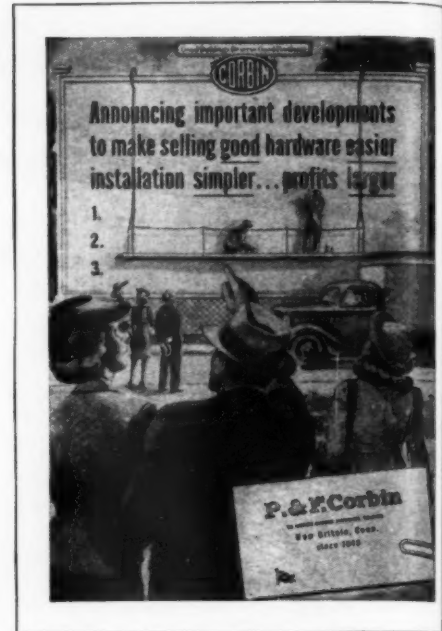
Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_





# THE P. & F. CORBIN Builders Hardware Merchandising Program includes:

- 1 National Consumer Advertising ... to families interested in buying, building, or modernizing homes.
- 2 Continuing Research ... as to trends, consumer demands, product requirements, packaging, salesmen's aids, jobber and dealer sales aids, etc.
- 3 Application of "war-precision" manufacturing methods ... to assure peacetime deliveries on schedule.
- 4 Simplification ... of designs and construction ... and catalogs.
- 5 Completely informing Corbin salesmen to qualify them to counsel with jobbers and dealers, architects, and contractors.
- 6 Co-ordination ... from architects' specifications ... through dealers' purchases ... through factory production ... to contractors' installation.



Responses to the above ad, in July magazines, indicate the wide-spread interest in the Corbin Program.



## P. & F. Corbin

THE AMERICAN HARDWARE CORPORATION, SUCCESSOR

NEW BRITAIN, CONNECTICUT • SINCE 1849



## Beneath the Surface... *a great deal more!*

Most asphalt shingles *look* pretty much alike, on the surface... but underneath—that's a different story.

It starts with the felt. In fact actually it starts with the fibres used to make the felt. To produce the long-fibred, crack-resisting felt that helps to give Flintkote Asphalt Shingles their long life, these fibres are especially selected.

Next, this felt must be saturated with a special asphalt compound, and here again you find an unseen

quality, exclusive with Flintkote. It's called *supersaturation*.

This process fills over 95% of the felt pores, instead of leaving 20% of them empty, as ordinary methods do. It puts *pounds* more weather-proofing asphalt onto every Flintkote roof, adds *years* of life.

Physical "extras" like these, *plus* Flintkote's skill and special knowledge... decades of research... constant testing... and an unchanging adherence to the ideal of quality—

they *all* combine to cut costs and safeguard the investment.

Count on them to help protect your reputation during the years to come.

\* \* \*

Don't overlook the great farm market. Capitalize on Flintkote's advertising program in this field. There will be a lot of business for you if you follow through now.

*The Extra Years of Service Cost No More!...*

**THE FLINTKOTE COMPANY** • 30 Rockefeller Plaza, New York 20, N. Y.

Atlanta • Boston • Chicago Heights • Detroit • East Rutherford • Los Angeles • New Orleans • Waco • Washington





# SYLVANIA NEWS

## HOME CONSTRUCTION EDITION

AUGUST Published by SYLVANIA ELECTRIC PRODUCTS INC., Salem, Mass.

1948



*Continuous strips of fluorescent light over the work surfaces in the kitchen show an important new trend in postwar design. This type lighting can be extended around entire room.*



*Soft, general illumination in studio bedroom comes from lacy fluorescent ceiling fixture, fluorescent lamps concealed behind window valance, and fluorescent lamps above bookcase.*

### HOME BUILDERS INVITED TO VISIT NEW SYLVANIA LIGHTING CENTER FOR LATEST IDEAS IN ILLUMINATION

Sylvania Electric's display of model rooms, at 500 Fifth Avenue (2nd Floor), offers the home builder a world of postwar fluorescent and incandescent lighting ideas and applications that will be of enormous help to him in planning for the home of the future.

The rooms pictured here are typical of the interesting lighting adaptations to be found in the various other sections of the exhibit.

Accept Sylvania's cordial invitation to visit their Lighting Center. It is accessible every weekday from nine to five.

Sylvania engineers will be glad to describe the various installations and answer questions concerning them. Sylvania Lighting Center, 2nd Floor, 500 Fifth Avenue, New York, N. Y.



*In the modern living room, successful blending of fluorescent and incandescent lighting results in subtle shadows—part of the decorative pattern.*

# SYLVANIA ELECTRIC

MAKERS OF FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS; RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES



# Open the tap... and **CLOSE THE SALE**

It's a simple thing, this turning on of a hot water faucet.

Yet it may help these prospects make up their minds.

And here's why that's so.

When you call attention to an automatic water heater...when you demonstrate that hot water is always ready, prospects are bound to realize that this home has been provided with first-class equipment.

Unconsciously, perhaps, they'll use the water heater as a standard to measure the home's other conveniences...those they can't see...those that you can only tell them about, or point to on a blueprint.

So, emphasize the value of the Ruud Automatic Gas Water Heater which you've installed in this home. Call attention to its long-lasting, *rustproof* Monel\* Tank. The Ruud-Monel combination is nationally known, nationally advertised and nationally accepted.

With a Ruud Water Heater, there's always an abundant supply of *clean* hot water on tap...day and night. And with GAS, the ideal fuel, folks don't have to worry about dirty cellars...or storage space. They can forget about ordering fuel in advance; they don't have to pay for it until after they've used it.

To the homes you build, Ruud Automatic Gas Water Heaters with Monel Tanks can bring comfort and convenience...cleanliness and economy. These are simple things...but they can help you sell houses. \*Reg. U. S. Pat. Off.

**RUUD MANUFACTURING COMPANY  
PITTSBURGH 1, PA.**



... perfect partners for

*Automatic Hot Water Service*



## A BIG L·O·F CAMPAIGN

AGAIN this year, L·O·F has prepared display material, newspaper advertising mats, a news sheet on fuel saving and other material to help you boost your storm sash sales.

This material, as well as L·O·F national magazine advertising, is keyed to the government's big fuel-conservation campaign. Do your part in this nationwide patriotic program by actively promoting storm sash to homeowners in your community.

### SEE YOUR L·O·F DISTRIBUTOR

Check with your L·O·F Distributor, to make sure that you are on his list to receive the *free* packet of L·O·F sales helps. And check your stock of L·O·F Quality Window Glass so you'll have an ample supply of the popular sizes on hand. Libbey-Owens-Ford Glass Company, 1185 Nicholas Building, Toledo 3, Ohio.

### ★ THIS ADVERTISEMENT

will appear  
in October  
issues of:

**AMERICAN HOME...  
NEWSWEEK (Oct. 8th)  
PARENTS'...**

Other storm sash  
advertisements will  
appear in four November  
national magazines.



**TO KEEP WARM THIS WINTER WITH LESS FUEL...**



**STOP HEATING  
THE OUTDOORS!**

Heat naturally flows from a warm area to a cold area—from your warm rooms to the cold outdoors.

In the interest of saving precious fuel—in the interest of your comfort and pocketbook, prepare your home now to keep the heat inside—this winter and for many winters to come.

How? With insulation. Windows are a good place to start, for windows, which may represent a quarter of the wall area of your home, are the thinnest parts of those walls. Storm sash provide a blanket of insulating air between your windows and outdoor cold, with resulting heat savings running as much as 30 per cent. They cut down drafts to add comfort and health protection.

Call your storm sash dealer and get your order in now. Libbey-Owens-Ford does not make storm sash, only the glass that many storm sash manufacturers use to assure quality in the sash you buy. Look for the L·O·F Label on the glass. Libbey-Owens-Ford Glass Company, 1185 Nicholas Building, Toledo 3, Ohio.

Here's how much you can save with every 10 sq. ft. of  
**STORM SASH...**

IF YOU BURN COAL...



Portland, Me. . . . 224  
Boston, Mass. . . . 190  
New York, N. Y. . . . 171  
Washington, D. C. . . . 145

IF YOU BURN OIL...



Portland, Me. . . . 11  
Boston, Mass. . . . 9  
New York, N. Y. . . . 8  
Washington, D. C. . . . 7

IF YOU BURN GAS...



Portland, Me. . . . 2571  
Boston, Mass. . . . 2198  
New York, N. Y. . . . 1966  
Washington, D. C. . . . 1666

Remember...  
**STORM SASH**  
SAVE  
UP TO  
**30%**  
ON FUEL!



**HELP  
CONSERVE FUEL!**



**LIBBEY-OWENS-FORD**  
a Great Name in GLASS

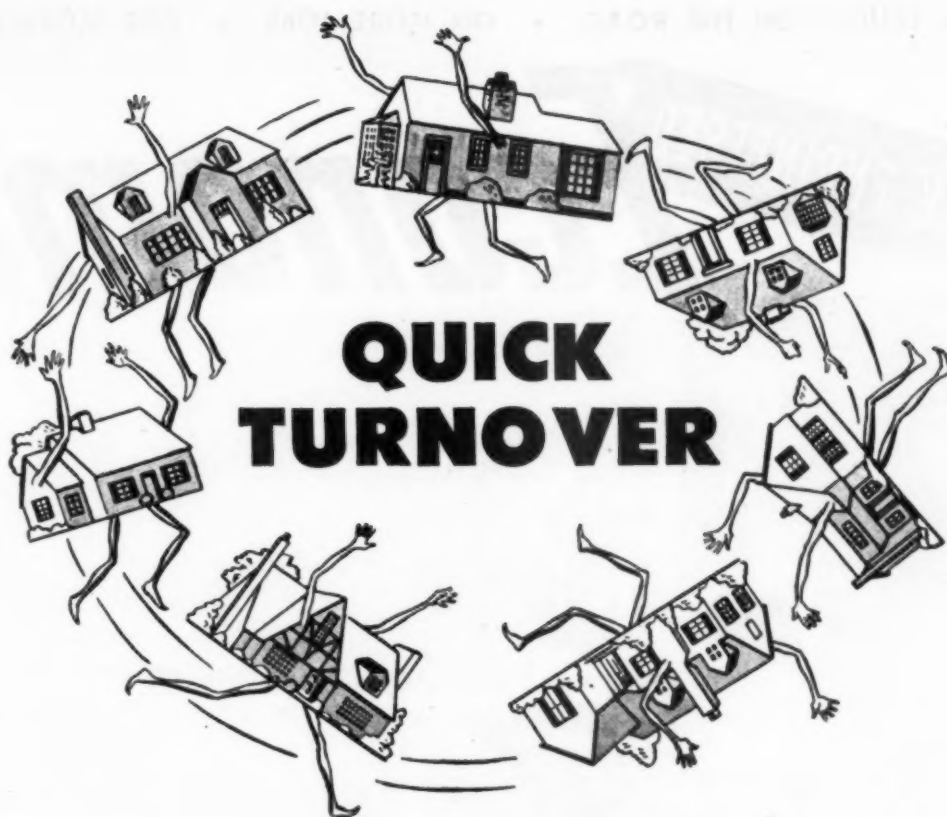
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houses

Time in: The





## QUICK TURNOVER

*If you feature General Electric Automatic Heating—oil or gas, radiator or warm air—It will help you sell your postwar homes . . . faster!*

**SHOW**



**...TELL**



**...SELL**



There's clear-cut proof of popular preference for G-E automatic heating—you can read it yourself in the sales records of builders everywhere.

In two developments, where buyers had a choice of heating systems, 50 out of 150, and 73 out of 173 paid extra to get G-E equipped homes. In another development—where G-E units were featured in the advertising—the G-E appeal was so strong 78 houses were sold in four weeks!

Records like that provide a postwar selling tip to you. Make the G-E Monogram a prominent part of your sales plan.

Point to it on the heating equipment. Feature it in publicity. Show it in your on-the-spot signs. It will help you overcome sales resistance. Prospects know—from the boasts of satisfied users, from consistent G-E promotion—that G. E. means tops in comfortable, thrifty heating.

Postwar G-E equipment will feature low cost, high efficiency, "packaged" construction for easier installation.

Get ready now for your share of the postwar housing boom. Plan to equip your homes with G-E automatic heating . . . for quicker sales turnover . . . quicker turnover of invested capital. General Electric Company, Air Conditioning Department, Section 5118, Bloomfield, N. J.

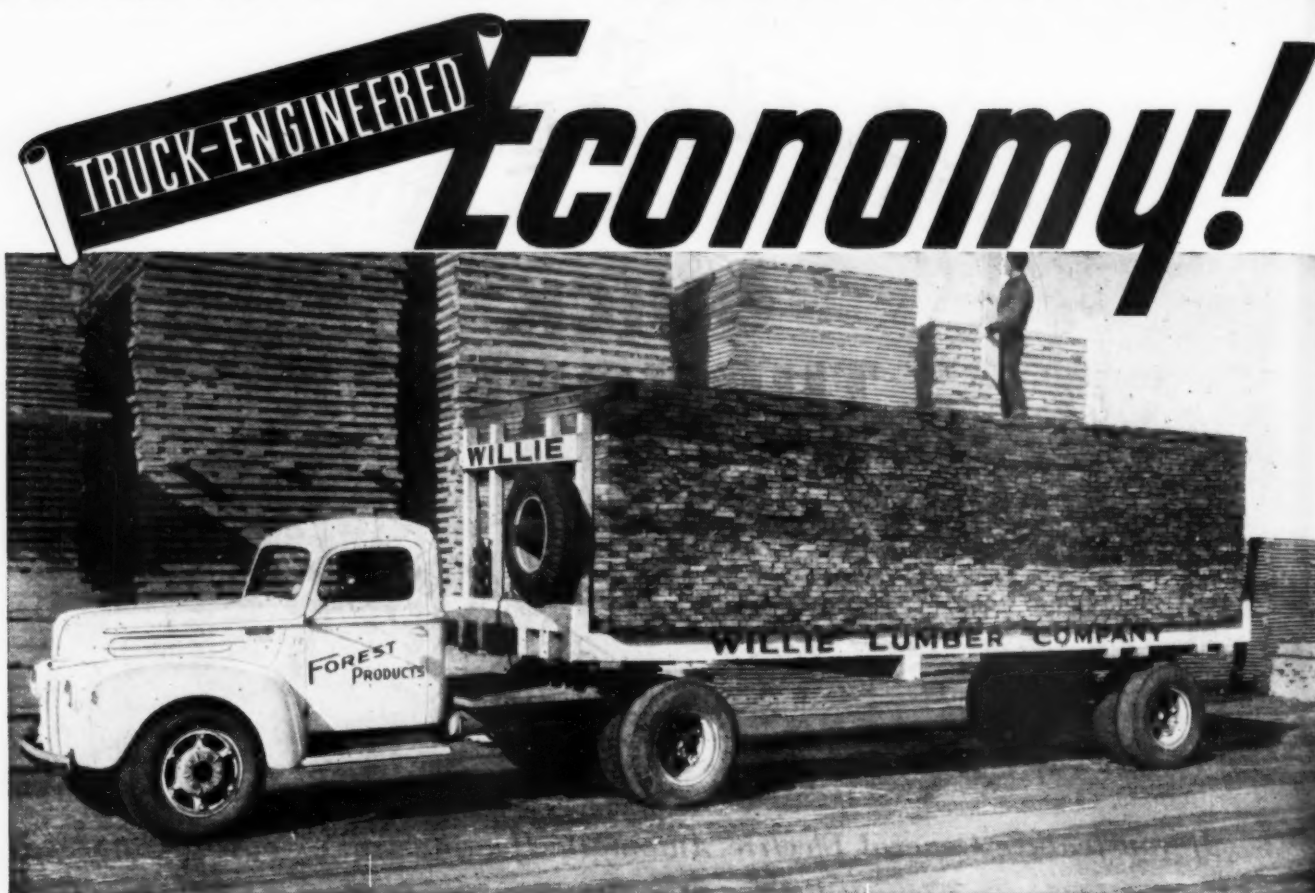
BUY . . . and hold . . . WAR BONDS

# GENERAL ELECTRIC

**Automatic Heating Equipment**

Tune in: The "G-E HOUSE PARTY," every afternoon, Monday through Friday, 4 p. m., EWT, CBS . . . The "G-E ALL-GIRL ORCHESTRA," Sundays, 10 P. M., EWT, NBC . . . "THE WORLD TODAY" News, Monday through Friday, 6:45 P. M., EWT, CBS

MORE FORD TRUCKS ON THE ROAD • ON MORE JOBS • FOR MORE GOOD REASONS



## “Handle Tough Jobs at Low Cost”

A HIGH PERCENTAGE of the trucks used all through the lumber business are Fords. And the big reason is that Ford Trucks handle tough jobs at low cost.



Here's what Mr. F. P. Willie, president of Willie Lumber Co., Duluth, Minn., writes:

*“Our Ford tractor units haul lumber from portable mills to our factory in Duluth. Many of the roads are extremely rough, and the loads run six to seven thousand feet of green lumber. But our Fords negotiate it very satisfactorily. Our standard units perform*

*equally well. We've standardized on Ford units because we're so well pleased with Ford operating economy in this difficult service.”*

Ford Trucks are built to stand up under hard usage and to get the most out of gas, oil, and tires. Check the accompanying list, for a few of Ford Trucks' many outstanding features. And remember—service and parts are readily available, moderate in price.

For a sound investment, choose Ford Trucks—the choice of more truck owners than any other make. (They're available now, in limited quantities, for essential civilian use. See your Ford Truck Dealer now.)

# FORD TRUCKS

AND COMMERCIAL CARS

TRUCK-ENGINEERED • TRUCK-BUILT • BY TRUCK MEN

**Ford**

### FORD ADVANCED TRUCK ENGINEERING

More Economy • More Endurance  
Easier Servicing

A STILL GREATER 100 HP V-8 ENGINE with NEW Ford steel-cored Silvaloy rod bearings, more enduring than ever in severe service • NEW aluminum alloy cam-ground pistons with 4 rings each, for oil economy • BIGGER, more efficient oil pump and IMPROVED rear bearing oil seal • NEW rust-proofed valve springs • NEW efficiency in cooling • in carburetion • in lubrication • Far-reaching ADVANCEMENTS in ease and economy of servicing operations.

IMPORTANT FORD CHASSIS ADVANTAGES: Easy accessibility for low-cost maintenance • Universal service facilities • Heavy-duty front axle • Extra-sturdy full-floating rear axle with pinion straddle-mounted on 3 large roller bearings • 3 axle ratios available • 2-speed axle available at extra cost • Powerful hydraulic brakes, exceptionally large cast drums • Long-lived needle bearing universal joints • Rugged 4-speed transmission with NEW internal reverse lock.

# Atlas Mortar Cement

## Pays dividends On all jobs



Pays in Plasticity — "A Treat for the Trowel"  
 Pays in Yield — Count the units it lays  
 Pays in Water-retention — Saves you concern  
 Pays in Durability — As time will tell  
 Pays in Strength — You can lean on that

Complies with Federal  
 and ASTM Specifications  
 for masonry cement

**Easy to Handle — Hard to Beat!**

## ATLAS MORTAR CEMENT



*"The Satin of  
 Masonry Cements"*

**Get it from your dealer**

**PRODUCT OF UNIVERSAL ATLAS CEMENT COMPANY**  
 (United States Steel Corporation Subsidiary)  
 Chrysler Building, New York 17, N. Y.

**OFFICES:** New York • Chicago • Albany • Minneapolis  
 Philadelphia • Pittsburgh • Cleveland • St. Louis • Boston  
 Duluth • Kansas City • Des Moines • Birmingham • Waco





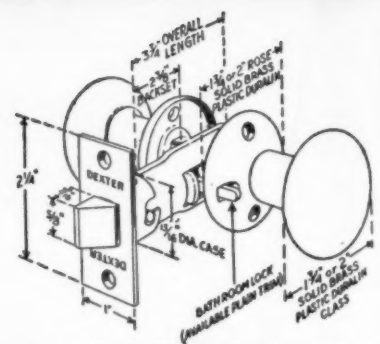
Few people are mechanically minded. So if you should attempt to point out the many quality features of Dexter-Tubulars, it might go in one ear and out the other. But the written lifetime Dexter-Tubular GUARANTEE, as illustrated above, speaks a language everyone can understand. It is a language that "sells."

Most contractors are good mechanics. Their own appraisal tells them the long-wearing, trouble-free qualities of Dexter-Tubulars. In fact, many contractors know this from over 20 years' experi-

ence in using the Dexter line.

Builders using Dexter-Tubulars for the first time quickly recognize and appreciate the benefits of Tubular installation. It means a *saving* in carpenter's time of at least *one-third* over ordinary mortise locks. The most amazing feature is that there is so little difference in the cost for such fine hardware — *hardware lifetime guaranteed*.

The Dexter-Tubular hardware dealer in your community will be glad to demonstrate the advantages of the Dexter Line. He is at your service.



Bore a 15/16" diameter hole 3 3/4" deep in the edge of the door, a 5/8" diameter hole across the face of the door, a 1/16" recess for the face plate. That's all there is to it. The door is ready for installation.



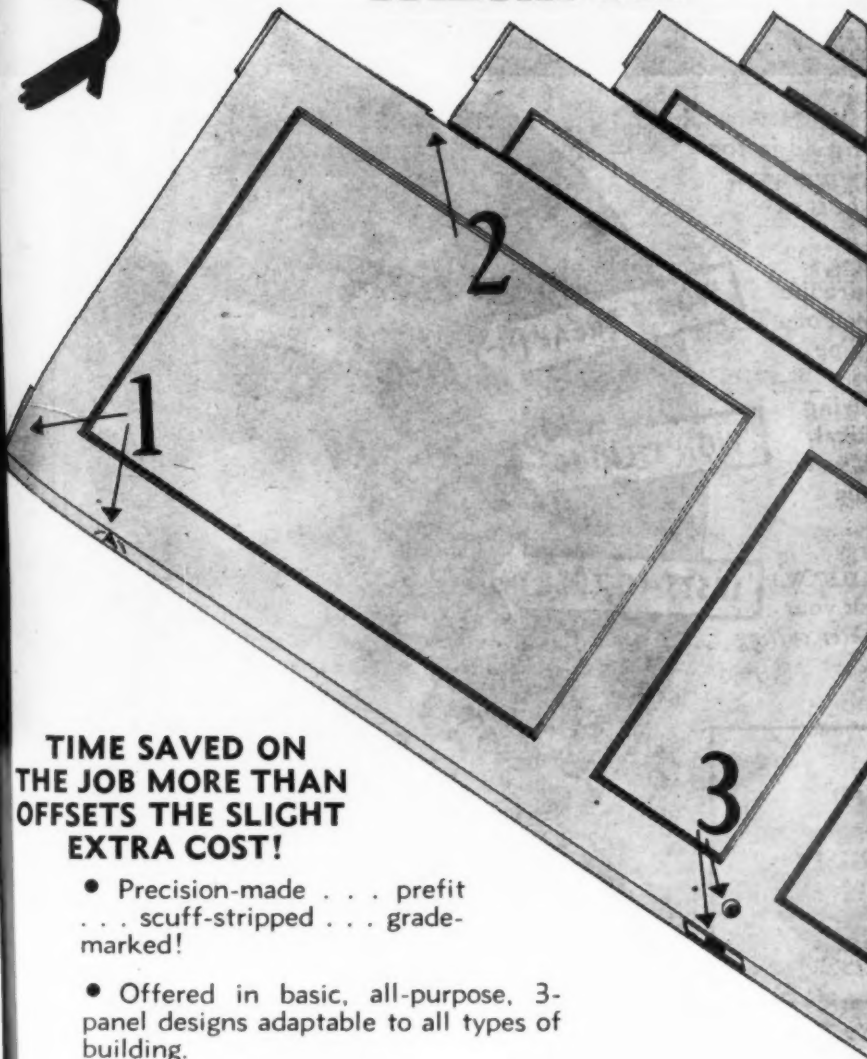
**NATIONAL BRASS COMPANY, Mfrs.**  
**Grand Rapids, Michigan**

MAKERS OF BUILDERS, CABINET, SCREEN DOOR AND SHELF HARDWARE

# Standard Specifications for

## DOUGLAS FIR

### FACTRI-FIT DOORS



**TIME SAVED ON THE JOB MORE THAN OFFSETS THE SLIGHT EXTRA COST!**

- Precision-made . . . prefitted . . . scuff-stripped . . . grade-marked!
- Offered in basic, all-purpose, 3-panel designs adaptable to all types of building.
- Factri-Fit features eliminate on-the-job sawing, fitting, boring and gaining!
- Available for essential jobs today . . . for all jobs the moment war restrictions are lifted!

**Douglas Fir**  
**DOORS**  
**FIR DOOR INSTITUTE**  
Tacoma 2, Washington

*Remember!*  
**NATURE MAKES DOUGLAS FIR Durable!**

Durable Douglas Fir Doors are made from all-heartwood, vertical-grain, soft, old-growth Douglas Fir.



Shows complete line of Douglas fir interior doors, Tru-Fit entrance doors, and new specialty items. Sent free to any point within the United States.

1

**FACTRI-FIT sizes:** Doors prefitted to exact net book standard stock sizes listed in the U. S. Commercial Standard 73-43. This means for instance, that a 2'8" x 6'8" Factri-Fit Door is furnished exactly the specified width and length. Factri-Fit doors are scuff-stripped for protection. Grade-marked for easy identification. Included in the line are basic 3-panel layouts, adaptable to all types of building.

2

**FACTRI-FIT Gaining:** 7" from top of door, 11" from bottom. Standard butt on 1 3/8" doors is 3 1/2" x 3 1/2"—on 1 1/4" doors, 4" x 4", square corners. Center gaining, recommended for heavy construction, is equi-distance between other two. In routing, lips are left on to be knocked out by carpenter for right or left hand swing.

3

**FACTRI-FIT lock Bore:** All boring for locks to center knob 36" from bottom of door. Machining specifications that will be standard for all completely-machined Factri-Fit doors unless otherwise specified: Diameter of bore-in, 15/16"; length of bore-in, 3 3/4" from edge; face plate, 1" x 2 1/4" x 1/16" square shape; cross bore, 5/8" diameter on 2 3/8" center. Virtually all nationally distributed bored-in type locks will fit these specifications. Trend today is to bored-in locks. Doors can be ordered mortised, or machined to other specifications, on special order.

# *This Metal Blade* in your **SKILSAW** cuts all masonry products **Faster, Cleaner, Without Dust!**

*Embedded diamond grit* gives this SKILSAW metal blade a faster-working, longer-lasting edge for smoother, cleaner cutting of all masonry products, hardened asbestos cement, glass, and a host of other building materials.

*Outlasts abrasive discs 5 to 1 . . .* there's only 1/8-inch loss of radius during the entire life of the blade. *Saves time . . .* eliminates need of frequent adjustment of saw base (a real time killer, as any user of abrasive discs knows.) *It's safer . . .* shatter-proof, no danger of flying pieces of abrasive. *It's dustless . . .* a practical, easy-to-install water attachment supplies water to point of cut, eliminates dust. This blade cannot be used dry.

Available in thin, medium or heavy types in 7, 8, 9 and 10-inch sizes to fit SKILSAW Models "77", "825", "87" and "127". Ask your distributor today to demonstrate the *greater cutting speed, safety and economy* of the SKILSAW Diamond-Grit Blade!

**WON'T BREAK!**

**WON'T CHIP!**

**LASTS LONGER!**

**SKILSAW  
DIAMOND-GRIT  
BLADE**



**SKILSAW, INC.**  
5033-43 Elston Ave.,  
Chicago 30, Ill.

Factory Branches  
In All Principal Cities



## **SKILSAW WATER FEED ATTACHMENT**

... quickly and easily mounted or removed from SKILSAW.



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# A PROFITABLE FIELD

for Contractors everywhere!



— stimulated by the new Kawneer Program!

OVER A MILLION retail stores in the United States are in urgent need of extensive modernization work to make them into effective "Machines For Selling"!

This represents a tremendous source of profitable work for American contractors and architects.

Kawneer has extensive plans to help you obtain your share, and will be glad to send you a copy of a new booklet "The Contractor and Machines For Selling"

which explains the Kawneer Program.

New Kawneer services will be of great assistance to you, simplifying your installation problems. New Kawneer products will enable you to build store-fronts of outstanding beauty and usefulness for all types of stores, restaurants, theatres, etc.

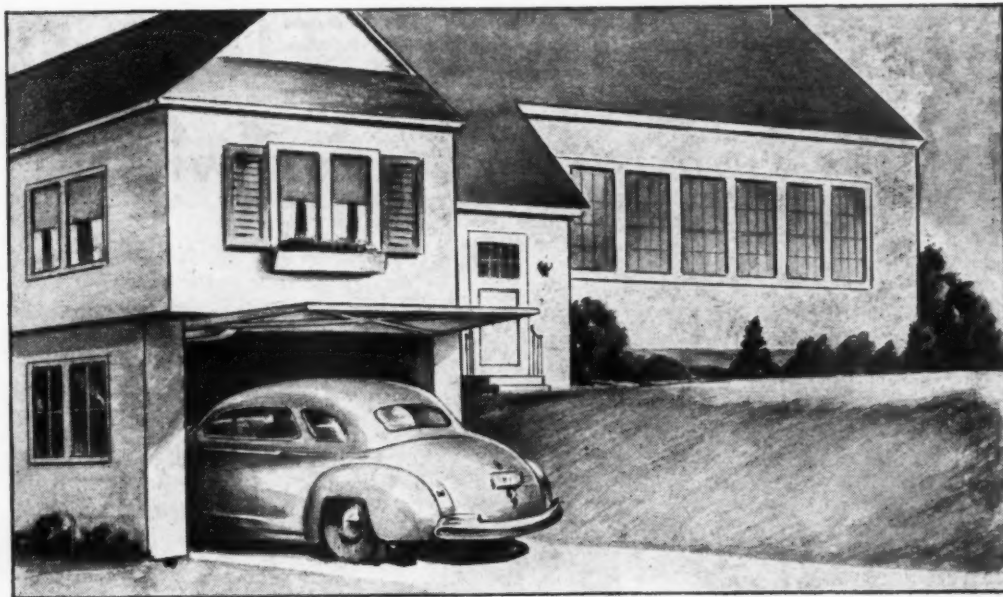
Write Kawneer today! The Kawneer Company, 608 Front Street, Niles, Michigan.

## Kawneer

STORE-FRONTS

**MACHINES FOR SELLING!**

# Having Trouble... INSTALLING DOORS IN Low-Ceiling GARAGES?



## BERRY ALUMINUM *Overhead Type* GARAGE DOORS WORK PERFECTLY WITH CEILINGS AS LOW AS 7 FEET

The Berry Aluminum Door does not raise into the garage—therefore, it requires no head room. It swings outward and upward and locks itself into place in front of the opening. A desirable feature where the ceiling is close to the top of the door opening—it does not interfere with overhead plumbing or heating pipes or electrical fixtures.

### ALL OPERATING MECHANISM ON THE DOOR ITSELF

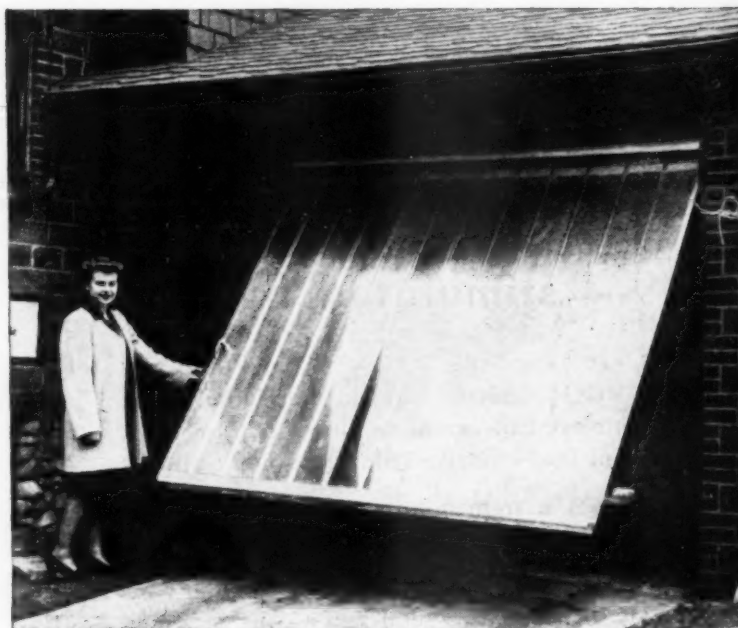
All operating mechanism of the Berry Door is sealed in oil in a compact box built onto the door. This eliminates all exposed springs, weights, and other mechanisms that take up valuable head room inside the garage.

### EASY OPERATING—NO NOISE

Because of its aluminum construction and its operating mechanism that works on a new counterbalancing principle requiring no tracks or exposed springs or weights, the Berry Door provides fast, smooth and quiet opening and closing with the maximum of safety.

### EASIER—FASTER INSTALLATION

Two hanging brackets fastened with only four lag screws hang the Berry Door. The lock, striker plate and weatherstrips are then added and the door is ready for operation. Where the ceiling is flush with underside of head jamb, an extra wood weatherstrip is nailed across the top of the opening.



The Berry Sash and Door Jobber will soon have doors available.

*Specialists for Years*

IN GARAGE DOOR ENGINEERING



# BERRY DOOR COMPANY

BIRMINGHAM, MICHIGAN

# Builders' News Review

Latest Washington developments—News of the National Association of Home Builders and Local Associations



## Raymond M. Foley Appointed FHA Commissioner by Truman

Michigan Director Chosen to Succeed Ferguson. Trend Seen Toward Return of Agency to Independent Status.



Raymond M. Foley

President Harry S. Truman on July 3rd named Raymond M. Foley, Michigan FHA Director, to succeed Abner H. Ferguson as Commissioner of that agency. Mr. Ferguson resigned on June 30th to resume private law practice.

The naming of the Michigan Director was hailed in building and banking circles and met with general approval among the fraternity. Having headed up the FHA office in Detroit since its opening in 1934, Commissioner Foley is well acquainted by personal contact with the problems of the men who build and finance the nation's homes. Under his direction, the Michigan office has insured more than 110,000 home mortgages in that area which, together with property improvement loans under Title I, have run up total insuring operations in the state to two thirds of a billion dollars. In addition to being one of the leading states in the country—and a "hot spot" for war housing, with Detroit and other critical areas—the state's loss ratio has been one of the nation's lowest.

Native of Michigan

Mr. Foley is a native of

Wayne County, Michigan, and is of French and Irish extraction. He was educated in the public schools of Detroit and Mount Clemens, and entered newspaper work in Detroit after graduation from high school. He subsequently became city and managing editor of the Pontiac (Mich.) Daily Press, and served in that capacity for thirteen years.

After a period in the special publishing business, he was drafted by the state government of Michigan in 1932 to establish a public relations division for various departments of the state government. He went with FHA as State Director in 1934, a position he held until this appointment.

Widely known through his state, newspaper and publishing contacts, he built up a volunteer organization to promote employment recovery through the building business, and at one time had almost 10,000 volunteer workers in 503 communities throughout the State.

### Aided Canadian Housing Act

Several years ago, at the request of representatives of the Canadian Construction League, Mr. Foley delivered a number of lectures on housing in cities throughout the Dominion, and assisted in setting up the educational program used to further housing improvement there.

He has been largely responsible for Michigan's 40,000 privately-built war-housing units in thirty critical areas. He has served also as housing chairman of the Office of Civilian Defense in that state, and on various regional planning and housing committees.

Foley's appointment was regarded in housing circles as indicating a possibly speedy separation of FHA from the National Housing Agency, and a

## Merrion Urges Investigation of Building Material Shortages

"Material shortages threatening the building program should be investigated," declared Joseph E. Merrion, president of National Association of Home Builders in a recent letter to Senator James E. Murray, chairman of the Senate's Small Business Committee. The committee is engaged in hearings designed to promote assistance to small business enterprises in the transition and postwar periods.

Pointing out the fact that the entire home construction field is made up of small businesses, the NAHB head called for an investigation of the obstacles that lie in the way of a quick resumption of building activity. Specifically, he declared:

"We believe your committee is in a position to inquire whether the demands on lumber from the military and from Lend Lease for foreign consumption are justifiable. We believe you should investigate the price bottlenecks which are preventing the manufacture of gypsum lath and the production of many types of lumber. You should review wage levels which are keeping men from the brick and lumber industries.

### Supply Must Equal Demand

"Conversation," Merrion concluded, "is not going to supply vitally-needed homes. We will need at least one billion board feet of lumber in the first year after V-E day if we are to start the industry on its way to supplying the millions of jobs expected of it. Men must be diverted into making all the components of houses if we are to combat inflation in our field by the only sane method—that of making the supply equal the demand."

rebuff to those who want the agency kept as a subservient unit of NHA postwar. Washington opinion was that NHA Administrator Blandford had worked hard for the appointment of Assistant Commissioner Earl S. Draper. President Truman, however, chose Foley.

## Arent Named Managing Editor of American Builder

Lyn E. Arent, art director of *American Builder*, who joined the staff 23 years ago, became managing editor as well as art director with this issue. In his new duties as managing editor, Mr. Arent succeeds Robert E. Sangster, who resigned after ten years with *American Builder* to devote all of his time to personal matters.

"Mr. Arent has a made-to-order background and training for his added responsibilities," Edward G. Gavin, editor of *American Builder*, said in announcing the change. "He is well known to many *American Builder* readers and advertisers, having worked in the advertising copy, the advertising promotion and the editorial departments. His long connection with *American Builder* has given him a



Lyn E. Arent

thorough understanding of its aims and the needs of its readers.

He left Kalamazoo Western State Normal College, where he was studying art, to enlist in the 56th Engineers Anti-Aircraft Lights, served in France with the 2nd Army. After the war he attended the Chicago Academy of Fine Arts and the Art Institute, then joined the staff of the *American Builder*. He is the son of a building contractor, and during summer vacations he worked for his father as a mechanic on house building jobs.





**FRED W. MARLOW** of Los Angeles, regional vice-president of NAHB for Region XV, embracing California and western Nevada, has been associated with the real estate and building business in that California metropolis since 1923. A native of Colorado, he was graduated from West Point in time to serve with the U. S. Army Engineers in Europe in 1918-19. After the war he was graduated from Massachusetts Institute of Technology in 1921. From 1934 to 1938, he served as FHA Director in Southern California and Arizona, during which time more than \$100 million in loans were insured. He teamed up with Fritz Burns in 1938 and built one of the outstanding California communities, Windsor Hills, comprising 1400 homes and a business center. Since 1941, they've built well over 3000 war housing units. He was president of NAHB's Los Angeles Chapter in 1944, and is a national director in NAHB.

### One of Every Four Post-war Homes To Be "Low Cost," Survey Reveals

One house out of every four built in the first postwar year in nine representative cities will be a "low-cost" home, according to interesting figures recently released as a result of surveys made by the Urban Land Institute. The surveys were based on round-table discussions with thirty to forty leading builders, mortgage bankers, real estate brokers, members of housing and planning commissions and city officials in each city. They revealed that 13% of the first year's homes will be in the highest bracket; 61% in the medium-priced field; and 29% in the low-cost range. A tenth city, Memphis, varied widely from the pattern of the other nine; there low- and medium-cost figures were reversed, with an expected 60% in the lower bracket, 30% in the middle-price field, and 10% slated for the top market.

### Demand For Better Homes

Reasons given for small percentage of low-priced homes in most localities were the expected tremendous demand for homes of \$6000 value or over, and the belief that at least half of the immigrant tenants of Title VI war housing would depart for their original localities and leave much rental housing vacant. Fear of continued rent control was the deciding factor behind the intent to build only seven per cent of the total for rent.

A wide interest in housing for negroes was reported, and at least one operator in each of the cities surveyed is planning to provide housing for that market.

### What Is "Medium-cost?"

The Institute pointed out the wide variance between the meaning of low- medium- and high-cost housing in various localities and warned of the danger of loose thinking in the use of such terms on a national basis. For example, a "medium-priced" house in Los Angeles is \$3500-\$6500; in Dallas, \$3500-\$8000; in Denver, \$4500-\$8500; in Memphis, \$4500-\$7500; in Portland (Ore.), \$5500-\$8500; in Cleveland, San Francisco and Seattle, \$6000-\$10,000; and in Chicago, \$7000-\$12,000.

### Portland Aids Returning Vets

Progressive Portland (Ore.) Home Builders Association has instituted a practice that is worthy of emulation by other groups. In issues of its publication, sent to all members, the Portland group lists names and qualifications of returning veterans whose talents lie in the building or allied fields, thus getting the man and his capabilities to the attention of potential employers.

### "Prepare for Winter Now," Uncle Sam Suggests

Builders might pass on to prospective customers the government's request to home-owners to equip their homes now with storm sash, weatherstripping and insulation. Orders placed and filled now won't be subject to the waits of the "bottleneck season" that will doubtless be with us in the fall.

### Hockensmith New Deputy at WPB Construction Unit

Appointment of George L. Hockensmith as deputy director of WPB's Construction Bureau has been announced by John W. Haynes, bureau director. He

succeeds Alexander Milne, Jr., who resigned to return to his contracting business.

A graduate of the University of Maryland's Engineering School, Mr. Hockensmith was engaged in foundation construction work in various parts of the country before going into government service in December, 1941. He has been chairman of WPB's Construction Requirements Committee since December, 1944, in which post he has been succeeded by Raemey A. Burton, his former deputy.

### "Split" System for Air Conditioning Recommended

Use of a "split" system for air conditioning postwar homes is suggested to builders by the Plumbing and Heating Industries Bureau. Under this system, the house may be zoned for

comfort, health and economy, with control equipment governing the operation.

Radiators, convectors or radiant baseboards are recommended for the heating of exposed rooms with high heat loss; and also for bathrooms, where circulating air, no matter of what temperature, is uncomfortable following tub or shower.

### OPA Sets Up Ceiling Price Formula for New Contractors

Building contractors new to the field or shifting operations to a new type of construction may file with OPA proposed ceiling prices or price-determining methods, according to a recent announcement from that agency. Such applications should be filed with OPA, Building Materials Price Branch, Washington, D.C.

### Chicago Builders Launch Vigorous Campaign Against Unscrupulous Selling Practices

The Chicago Metropolitan Home Builders have launched a vigorous campaign aimed at stamping out racketeers and other species of fraudulent operators in the home building fields. Initiated by President Arthur E. Fossier and Past President

group listed several pitfalls of which prospective home-owners should beware.

### Be Sure of Improvements

The first requisite, it was pointed out, is to be sure that ownership resides in the seller



Arthur E. Fossier



George F. Nixon

George F. Nixon, the drive is aimed at protection of the home-buying public. The Chicago Better Business Bureau, Chicago Real Estate Board, the Mortgage Bankers Association, NHA and FHA, as well as the Illinois Department of Registration and Education, have promised co-operation.

Pointing out that "misleading advertising lures many gullible persons into home ownership 'deals' where they find themselves purchasers of vacant land on which the building of homes is impossible or far removed in point of time," the Chicago

of the property and that clear title, valid for a building loan and mortgage, can be obtained.

Purchasers of land under written contract should not rely upon verbal promises to construct dwellings thereon, it was stressed by the Association, since no verbal changes in such written documents are legally recognized. Such promises, including all details as to price, description, date of construction and so on, should for safety's sake be included in the written contract.

Assurance should be had that  
(Continued to page 116)

FHA Program 400.00

With still available war housing authorized program of complete

Since program in mately 3 one-to-four have been amount mortgage mortgage scale housing \$14 funds and lies.

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## FHA War Housing Program Nears Completion: 400,000 Units Insured

With less than \$27 million still available in the Title VI war housing insurance fund authorized by Congress, the war housing insurance program of FHA is approaching completion, according to officials of that agency.

Since the start of the program in March, 1941, approximately 395,000 mortgages on one-to-four-family dwellings have been underwritten in the amount of \$1,773,000,000 in mortgage loans, along with 457 mortgages to finance large-scale housing projects, aggregating \$165,291,000 in mortgage funds and serving 38,000 families.

### 90% of Private Housing Covered

It is estimated that in the past three years these operations were instrumental in building at least 90% of the privately-financed war housing in the country's critical areas. The separate war housing fund authorized by Congress in view of increased risks of loss in this type of operation was originally \$5,000,000. It now has total resources of more than \$33,880,000, and an excess of resources over liabilities of slightly over \$6,000,000.

## Cleveland Group Urges Use of Association Membership Signs

The Home Builders Association of Greater Cleveland is conducting an active campaign urging its builder-members to use signs on their projects and properties indicating that they are a "Member of the Home Builders Association of Greater Cleveland."

The Association's Agency Committee has evolved a working basis for the equitable distribution of priorities by FHA among recognized builders—a sizable job in view of the receipt of 6619 units applied for and available priorities totaling 2250 units.

The group is also calling public attention to the loss of tax revenue from public housing units. More than \$2,750,000 in annual taxes have been shunted on federal slum clearance projects in the area, by virtue of a recent U. S. Supreme Court decision declaring the projects to be federal property and non-taxable by the State without Congressional consent. Other cities now offered large-scale public housing projects take note.

## More Lumber Earmarked by WPB for Farm Repairs

An allotment of 23 million board feet of lumber, to cover the third quarter of 1945, has been made by WPB to the War Food Administration to be used in emergency repair and maintenance of farm buildings. Disaster damage, or uninhabitability of structures are requisites for priority approval.

## A Weight to Tilt the Scale

*It is not yet the time  
To boast of what is done  
To win the war.*

*For who can say:*

*"I fired the shot  
"I made the weld  
"I saved the fat  
"I bought the bond  
"I gave the blood  
"I stormed the height  
"I steered the ship  
"That won the war"?*

*Yet each may say it;*

*For who knows  
What weight upon the balance  
Tilts the scale?  
And we who work  
In building HOMES  
Still know we have a part  
In creating homes for workers  
On the home front;*

*And helping the morale  
Of those whose loved ones fight.  
And planning still other  
Postwar Homes for G-I Joes  
When they return with peace.  
For wars are not won  
By steel and lead alone  
But by the spirit  
Which guides all America.*

*Our art records the dream  
Of what the fight was for,  
And plans to make it real  
In Postwar Homes of worth.  
We help preserve ideals  
Which make the nation strong.  
Hold to these ideals, then,  
That what we do  
May tilt the scale  
For our America.*

—HOME BUILDERS MONTHLY,  
H. B. A. of Metropolitan  
Washington.

## Building Materials Supply to Improve in Next Few Months, WPB Declares

Latest reports of WPB indicate that the effect of the end of the European war is not apparent in current supply of construction materials and components, although improvement should be expected within the next several months.

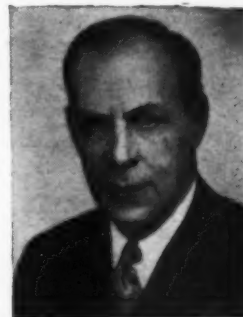
Summarizing the present availability of materials, War

(Continued to page 118)

## Cortright's Column

By Frank W. Cortright

Executive Vice-President, National Association of Home Builders of the United States



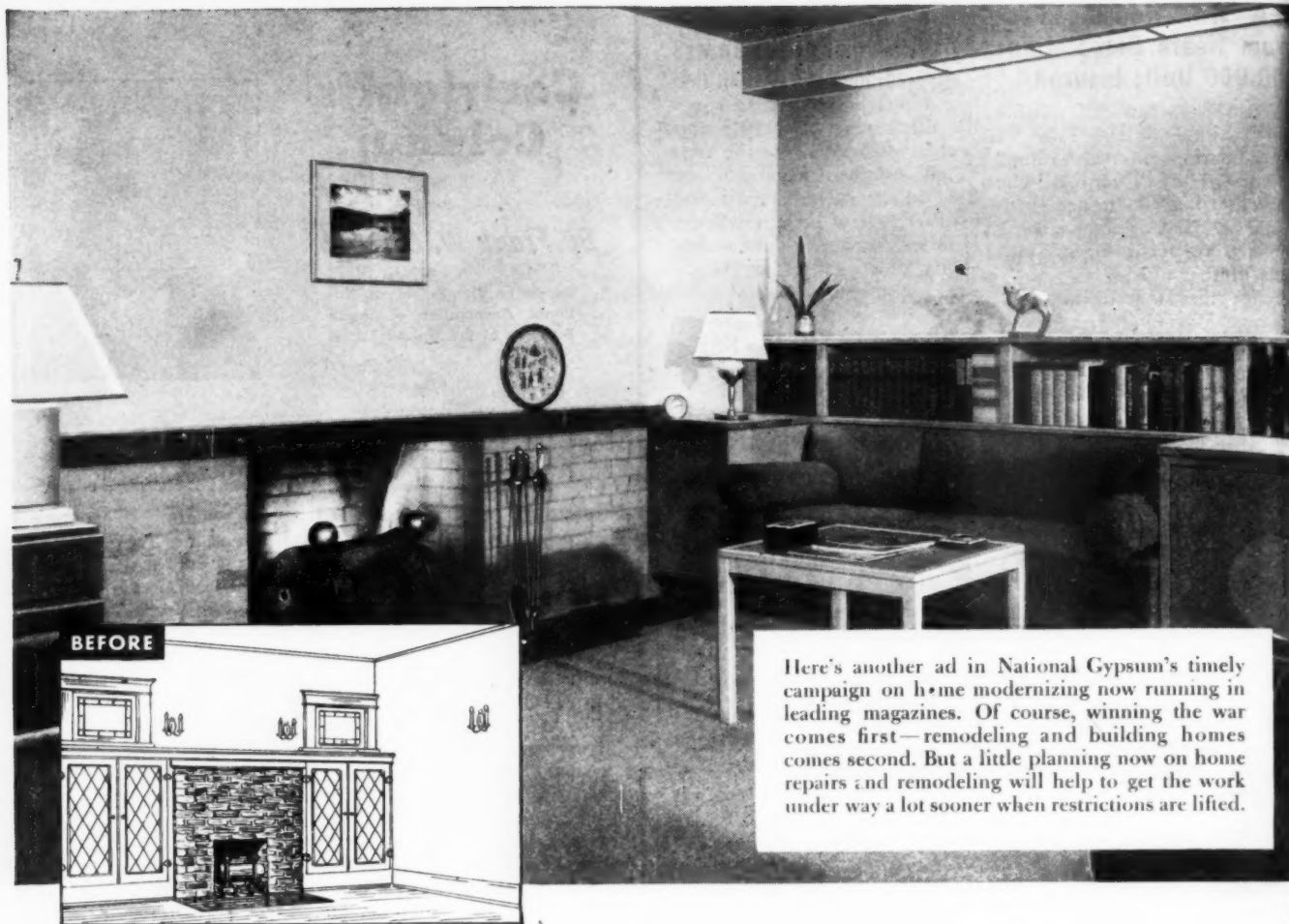
**Demands for coordination** between government agencies concerned with construction made by your Association and other groups are resulting in the formation of an Inter-Agency Committee on Construction to be appointed by War Mobilization Director Vinson, or his successor, John W. Snyder. Within the last several weeks Judge Vinson has given definite assurance that such a committee will be set up by the Office of War Mobilization and Reconversion in the near future. Final decisions as to size and personnel have not as yet been reached, but we are informed that it will be comprised of about seven men representing such key agencies as WPB, OPA, NHA, OES, War Labor Board, the War Manpower Commission and the military. The chairmanship, it is believed, will go to some nationally prominent figure with broad experience in the construction industry. His will be a coordinating job similar to that which Mr. Jeffers did for the rubber industry. To secure immediate remedial action by the cooperation of these agencies the chairman of this committee must have a rich background in construction problems, great political influence, keen judgment and unlimited courage.

**If the industry is to produce** 400,000 units in the next year as President Truman has indicated it should, a committee of this sort is necessary. The unique ability of our industry to provide employment for millions of workers over a widely diverse field places it in the top position in reconversion economy. Just as war production would not have been possible without H-1 housing, so a healthy transition economy is dependent upon the early resumption of construction. Judge Vinson recognizes these facts and is determined to break the many bottlenecks which now exist. Because all construction is dependent upon an adequate supply of materials and items of equipment being available, it is apparent that the problems of production of each of the components must be satisfactorily met—particularly in matters of wage adjustments, availability of manpower and realistic price ceilings.

**The imperative need** for such a coordinating committee is apparent from even superficial examination of the present status of construction. To increase building activities from the wartime low of \$4,000,000,000 a year to a goal of \$15,000,000,000 will mean rebuilding the industry and the concurrent resumption of full production of all components. It will be necessary for the committee to take each item individually, examine the industry problems involved and set in motion the governmental machinery necessary to its resumption. In their present order of importance these would be (a) lumber (b) brick (c) gypsum lath (d) soil pipe (e) hardware (f) fittings and fixtures (g) radiation (h) plumbing and heating (i) nails.

(Continued to page 112)





Here's another ad in National Gypsum's timely campaign on home modernizing now running in leading magazines. Of course, winning the war comes first—remodeling and building homes comes second. But a little planning now on home repairs and remodeling will help to get the work under way a lot sooner when restrictions are lifted.

## THE THRILL OF A NEW HOME ...

*without leaving the friendly old neighborhood*

**T**HERE are still plenty of thrills in the old home. Just study your house for a moment and you can probably think of a number of improvements that would cut twenty or thirty years off its age as in the job pictured above. It's fun planning changes and with the new modernizing materials now available, the cost will probably be a lot less than you think.

For covering shabby old walls and ceilings, building new partitions, adding rooms in the basement or attic, use handy panels of Gold Bond Gypsum Wallboard. This fireproof material is easily nailed in place and takes wallpaper, paint or any other decoration. It also comes in rich, wood-grain finishes especially suitable for dining rooms and recreation rooms.

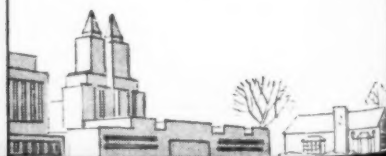
For new, gleaming wainscots in the kitchen and bath, there's Gold Bond Gypsum Board Tile, costing but a fraction as much as regular tile and can be enameled any color you choose.

Is your home hard to heat? A little Gold Bond Rock Wool Insulation will help to correct this. Comes in convenient size batts or "pillows" ready for tucking between roof rafters or attic floor joists. Keeps you cooler in summer, snug in winter and pays for itself in fuel savings.

For interior decoration, Sunflex, the post-war wall paint is now ready. Dries in an hour with no lingering painty odor and covers in one coat—even most wallpapers. Charming new colors that give the whole family a lift.

These are just a few of the 152 Guaranteed Gold Bond Products for new building and modernizing—products that insure greater permanence, beauty and comfort to the homeowner. Now is the time to start planning and your first step should be to consult the local lumber and building material dealer. He is familiar with all the post-war materials and is the best man in town to show you how to get the most for your money. National Gypsum Company, Buffalo 2, N. Y.

# BUILD BETTER WITH GOLD BOND



LATH • PLASTER • LIME • METAL PRODUCTS • WALL PAINT • INSULATION • SOUND CONTROL • WALLBOARD



# AMERICAN BUILDER *Editorial*

## **Build For Value, Not Price**

**R**ECENT surveys of consumer and builder groups indicate that what the public wants and expects in postwar homes closely parallels what the building industry intends to provide. That is an encouraging state of affairs, and especially encouraging in light of the fantastic predictions which, up to eighteen months ago, were being fed to an otherwise uninformed public by a group of writers and publicists having no firsthand knowledge of building materials and construction techniques. The consumer surveys show that the myth of the miracle home has been exploded quite thoroughly, and that the home building industry—manufacturers, distributors and builders—can, when faced with a dangerous condition, unite to conduct an effective program of public education.

The postwar house, as the industry has known all along, and as consumer and builder now agree, will reflect normal evolutionary improvements in materials and equipment, and normal evolutionary developments in design and in building technique. This meeting of minds on the part of consumer and builder augurs well for a strong postwar home building market.

There is, however, one disturbing note in the picture, and that is postwar building costs. It has been agreed at many of the early summer meetings of builders that home building costs after the war will rise from fifteen to thirty-five per cent over prewar costs. Builders express frank and genuine concern over what such increases in cost might do to immediate postwar home building volume, and many of them reflect in their statements that their postwar planning is being predicated on trying to build to a price. That is a false premise which can lead to nothing but a wave of jerry building.

There are fixed building trades wage scales which certainly will not decline. More factory fabrication of building units and improved job site assembly methods probably will cut down the number of man hours required to build a house, but whether this saving will offset higher wage and other labor costs is doubtful. Building material prices, with or without OPA ceilings, may be expected to rise because of certain fixed permanent increases in production costs. Whether these increases will be offset partly or wholly by the more efficient factory production methods which have been developed is questionable. Much the same is true of distribution. Improved handling methods and better merchan-

dising in wholesale and retail distribution plants will bring about savings which hardly can offset increased wages, taxes, and other costs.

The increased costs which confront producers, distributors and builders are completely beyond the control of the home building industry. It is important to remember that in considering the problem of increased postwar building costs. It is more important, however, to remember that those increased costs are not confined to the building industry. They will apply equally to all industry, and therefore will result in a higher index of general commodity costs and a resulting higher index of living costs. What the home building industry must be concerned with is not an increase in building costs—which is inevitable—but an increase in building costs that is inconsistent with the general commodity and living cost index.

As already pointed out, technologic improvements will produce economies in postwar home building operations all along the line. These economies confidently can be expected to hold home building costs down to or below the general index, but cannot and need not be expected to prevent an appreciable rise in the cost of new homes.

It is possible that wartime restrictions on selling prices, and the penalties imposed for exceeding OPA ceilings have placed such emphasis on prices that we have lost sight of the inevitability of price fluctuations in a peacetime economy, and that some builders are now overlooking the fact that the public is still interested primarily in buying value, and will pay the price so long as it is consistent with the general level in a market not temporarily inflated.

The result of price building is cheap building—jerry building—and nothing will undermine public confidence and choke the market for new homes quicker than inferior building. The answer to what the postwar home will be is written in the consumer and builder surveys. The answer to postwar home building prices is to design and build for value, making use of every possible economy in quality materials and equipment, efficient distribution practice and advanced building methods. The record of the building industry leaves no room for doubt that if it continues to build for value as it did before the war, price in the postwar period will take care of itself in a manner that will be acceptable to the public.

# New York Area Builders Hold Record One-Day Meeting

Home Builders Council of New York, New Jersey and Connecticut Holds Panel Parleys with Leaders in Government, Finance, Manufacture, Building. Clarify Present and Imminent Rulings, Lift Curtain on Postwar Home.



BUILDERS and representatives of allied industries gathered early for the first panel. "Standing room only" was the rule shortly after this picture was taken.



CURT Mack, FHA, addresses first panel. Other speakers (l. to r.): Russell Creviston, Crane Co.; James Graham, Conference Committee Chairman; F. W. Cortright, NAHB; Walter Harring and U. J. Cole, N.J. Builders; and John W. Haynes, WPB (not in picture).

**T**HE Home Builders Council of New York, New Jersey and Connecticut, comprised of five local associations of the National Association of Home Builders, has been in existence less than a year. But on June 27th, in New York City's Hotel Commodore, this lusty youth put on a demonstration of strength, of unity, and of determination and confidence in the future of home building that for size and scope was second only to the National Convention held last January in Chicago.

On that day more than twelve hundred builders, bankers, manufacturers, dealers, and others associated with all segments that go to make up the industry known as building, foregathered in a record one-day session. In a carefully prepared, information-packed schedule that moved along with split-second precision, these men who will build tomorrow's homes in New York's metropolitan area listened—and asked questions.

They heard, to begin with, a morning panel on "Current Construction and Financing Problems" presided over by Walter J. Harring, president of the New Jersey Home Builders, and with U. J. Cole, New Jersey home builder as moderator. They heard John L. Haynes, of WPB's Construction Bureau, predict that the present \$8,000 ceiling would soon be lifted, and that L-41 in its entirety might be lifted by the first of the new year. They heard Russell Creviston, of the Crane Co., call for a program to train mechanics as replacements for those grown old in the field. They heard FHA's Curt Mack reiterate that his agency would

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**CROWDED** luncheon session heard Council President Shaheen, NAHB's Merrion and Cortright, Producers' Council President Hart.

not insure mortgages when they represented too high a percentage of inflated value.

Next, they listened to a plea by Arthur Binns for complete elimination of public housing; and to a carefully-documented report on the comparative costs of public and private housing built in their own area (see page 92), presented by E. M. Spiegel, of the Northern New Jersey Home Builders Association.

At the luncheon session, L. C. Hart of Johns-Manville called for the construction industry to solve its own problems without government aid, and to meet the challenge of postwar America for better homes. President J. E. Merrion (see story on these pages) and Executive Vice-president F. W. Cortright delivered stirring messages on the national scene in housing; and H. J. Shaheen, Metropolitan Council President, outlined the aims of the Council. These, Shaheen declared, include increasing the confidence of the buying public through fair dealing in all the operations of its members; distribution of information among Council members to the betterment of the industry; correction of faults (including antiquated building codes) and adoption of proved materials and new techniques; and a fair, unified policy of cooperation with labor to the end that fair wages be paid and fair work performed.

The first afternoon session, presided over by G. A. Mezger and Fred C. Trump, presidents respectively of the Long Island Home Builders Institute and the Home Builders Association of Long Island, dealt with



## MERRION REPORTS ON COUNTRY'S BUILDERS

**Outlines Present Prospects;  
Calls for Unity in Days Ahead**

**I**N a smashing speech, ringing with the sincerity of experience and personal acquaintance with the facts, NAHB President Joseph E. Merrion addressed the Council's luncheon session. Some of the highlights from his talk were:

"I have covered during recent months two-thirds of the cities of the nation. I have visited builders in their shops, examined their war housing jobs, and pored with them over their plans for the housing and the developments of the future. In war centers they are finishing up the last of a million war housing units that have kept their organizations intact, and in less critical spots are endeavoring through the new H-2 programs to get rusty machinery functioning again. They are keenly aware of the tremendous demand for housing in every corner of the country and of the importance of their industry as a supplier of jobs and income during the reconversion period. All are seeking a break in the clouds of present confusion that will permit them to get

a start on the important task before them.

### Today's picture

"Because of the confusion generally apparent and because the immediate future of our industry is dependent upon the course of the Japanese war and the direction of reconversion policies in the government, our Executive Committee spent a week recently in consultation with all of the agencies of government to try to chart the builders' course. We found: (1) That Mr. Blandford expects to program H-2 housing at a rate of better than 75,000 per quarter; (2) That the Federal Housing Administration's conservative appraisal policies are slowing up both G.I. and H-2 housing progress; (3) That the top ceiling specification for a three-bedroom, so many square feet housing is made by NHA in co-operation with WPB and is not the FHA's determination; (4) That the price increase to \$12,000 may be expected sometime in the next few months.

(Continued on page 124)





**BUILDER** Binns, Philadelphia, demanded end to public housing. Left, Northern New Jersey Builders President Carletta.



**LUNCHEON** speaker L. C. Hart, Producers' Council, was introduced by President Shaheen, left, of Home Builders Council.

the troublesome problems of future housing financing and the matter of supplying homes for veterans under provisions of the G-I bill. Among other solutions advanced were firm commitments to builders on houses under \$7,000, on the basis of 85% insurance of the first \$4,500 and 80% on the balance, and allowance of a thirty month term for the occupant purchaser to accumulate his down payment; a 95% loan on the first \$4,500 and 90% on the balance when such properties were bought for owner-occupancy and a maximum term of 33 years. Also suggested was a maximum term of 25 years on loans above the \$7,000 mark, along with adequate moratorium provisions on all home-owner occupied mortgages in the bracket below \$7,000.

On the matter of veterans' home loans, the lengthy and cumbersome procedure now required came in for sharp and accurate criticism, along with the requirement of "reasonable normal value"—an unworkable provision in today's market, builders and bankers declared. Other subjects covered by the panel members



**O. J. HARTWIG**, executive secretary of Home Builders Council of New York, New Jersey and Connecticut.

included a suggested amendment to allow veterans to pay any price they wished, with a government guarantee limited to twenty per cent of the normal reasonable value, or twenty per cent of whatever amount the veteran paid in good faith; and the question: Will resumption of normal building activities and its result-

ant stabilizing effect on values result in the G-I provisions proving satisfactory as now drawn?

Members of this panel included Builder Morris Macht, of Baltimore; Philip Benson, president of the Dime Savings Bank of Brooklyn and past president of the American Bankers Association; Norman F. Lemke, of the Prudential Life Insurance Company; Carl F. Distelhorst, president of the Council of Insured Savings Associations of New York State; Curt Mack, of FHA; Francis X. Pavesich and Thomas H. Hickey, of the Veterans Administration; William Platt, New Jersey home builder; and Alexander Summer, New Jersey realtor and past president of that state's association of Real Estate Boards.

The final panel of the day in the swift-moving program was devoted to "Tomorrow's House—New Techniques, New Ideas, New Equipment." Here the builders were treated to the results of surveys made recently by Good Housekeeping and *American Builder* magazines on the respective subjects of what buyers  
(Continued to page 116)



**G. A. Mezger** and **Fred C. Trump**, presidents respectively of Long Island Home Builders Institute and Home Builders Association of Long Island.

**L. to R.**—**Joseph B. Mason**, building editor, Good Housekeeping; **Edward G. Gavin**, Editor, *American Builder*; and **Henry Obermeyer**, of Consolidated Edison Gas Co., told what buyers will expect and builders offer in the postwar home.



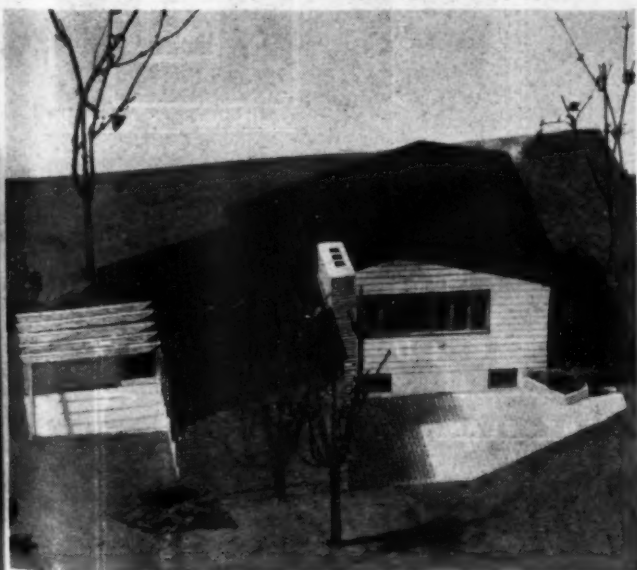
ANOTHER view of model of Zeller postwar home shown on front cover.



**VIRGINIA A. (Mrs.) Zeller**, who graduated in 1942 with highest honors from College of Architecture, University of Illinois. Has two children, finds time to aid husband in his work.

**HERBERT J. Zeller**, top student in class of '42, College of Industrial Design, University of Illinois. Senior designer for Clarence Karstadt Product Design organization, Chicago.

### **Zellers' builder adopts model-making idea for new subdivision**



LOOKING at the rear of Zeller home model, picture shows brick terrace for outdoor living. Door opens to it from living room.

## ***Little Models Do A Lot To Close Doubtful Sales***

**Zellers even make model from own plans to spark their anticipation**

**A**T the same age, 25, Mr. and Mrs. Herbert J. Zeller have already bought their building lot, well stocked with fully grown trees, have finished the working drawings for the home that will make their home-ownership dreams come true. They have just secured an H-3 priority to build.

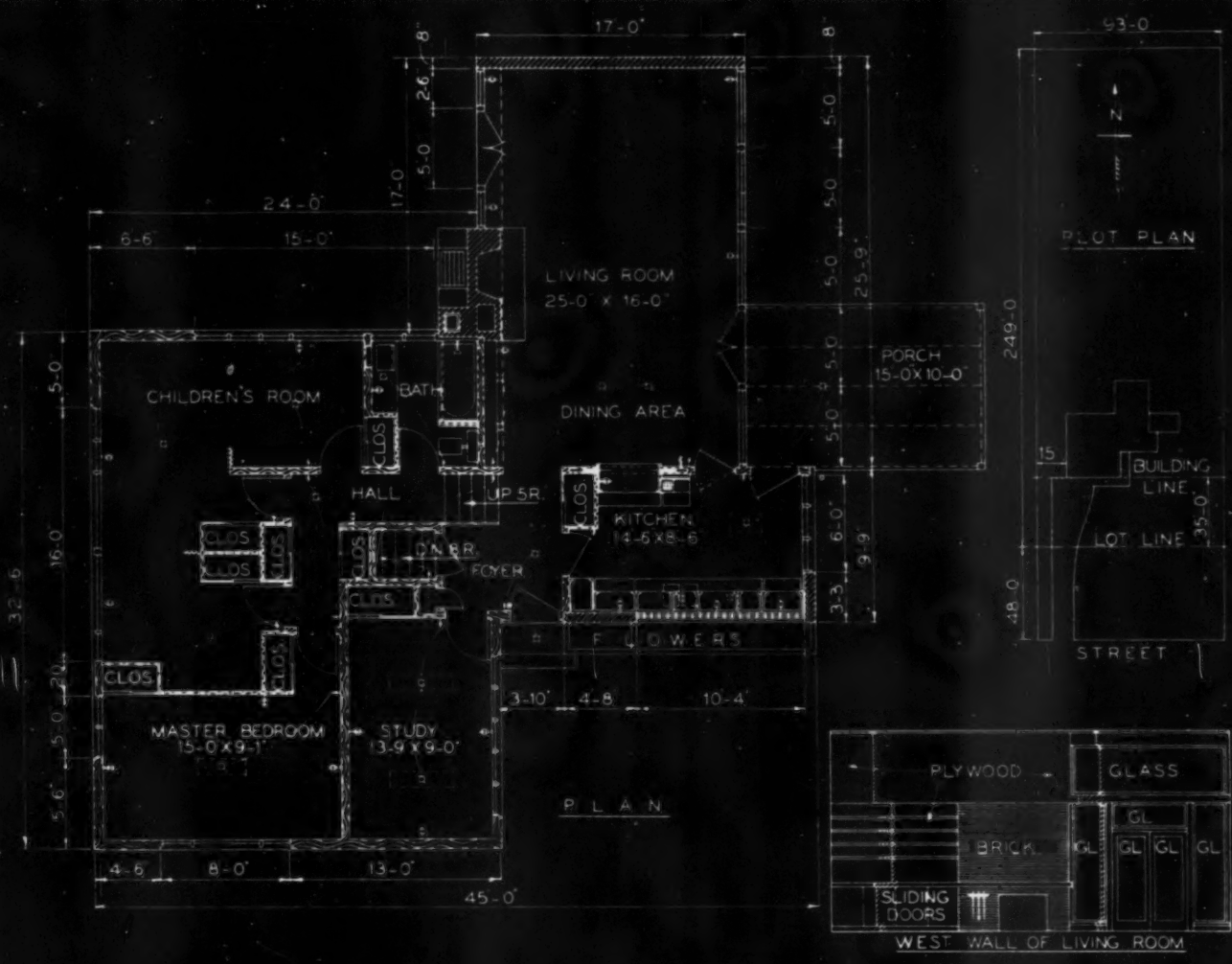
They have gone beyond this stage, however, and, as easy as it is for them to understand blueprints, they have nonetheless reaffirmed their own faith in the house they designed by putting it in model form.

Is there not a good merchandising lesson in the Zellers' experience for merchant home builders? Would it not be easier for builders to close more sales if they were able to show models of the homes they are seeking to sell? Why not try it out by having a model made of a home on which you are now trying to close a sale?

The building organization which sold the lot to the Zellers, and will likely build their home for them, have already adopted the idea for their own sales staff on another subdivision. At the present time they are having models made of twenty of the finest designs they had drawn for postwar building. This is Green Valley Homes, Inc., operating in Lombard, Ill., a suburb of Chicago. They plan to group these models on a landscaped model of a cul-de-sac of their subdivision and let the prospects see how the district will look as well as the individual homes.

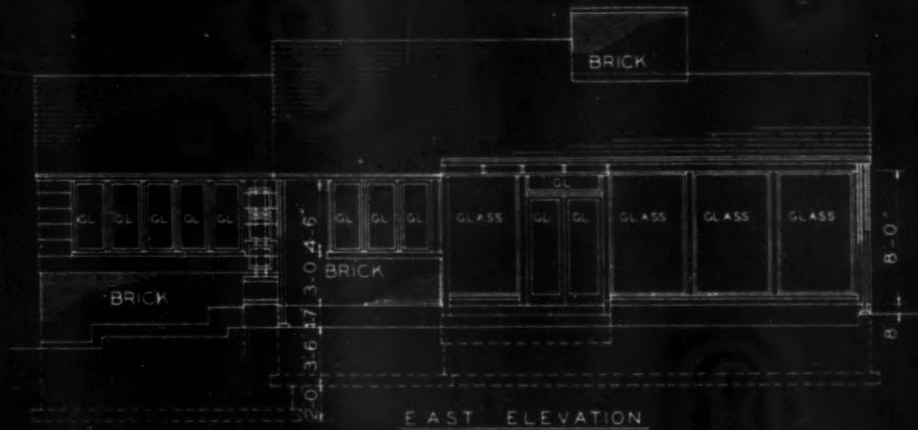


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**BLUEPRINTS** of Zeller home, which is about to be started in a few weeks. The plans show many features which are promised by builders generally for postwar homes. See the wide areas of glass which are to be Thermopane, double glazed window shown in July issue of *American Builder* under Technical Section. Interiors on left show modern, movable doors which make for large areas when open.



EAST ELEVATION



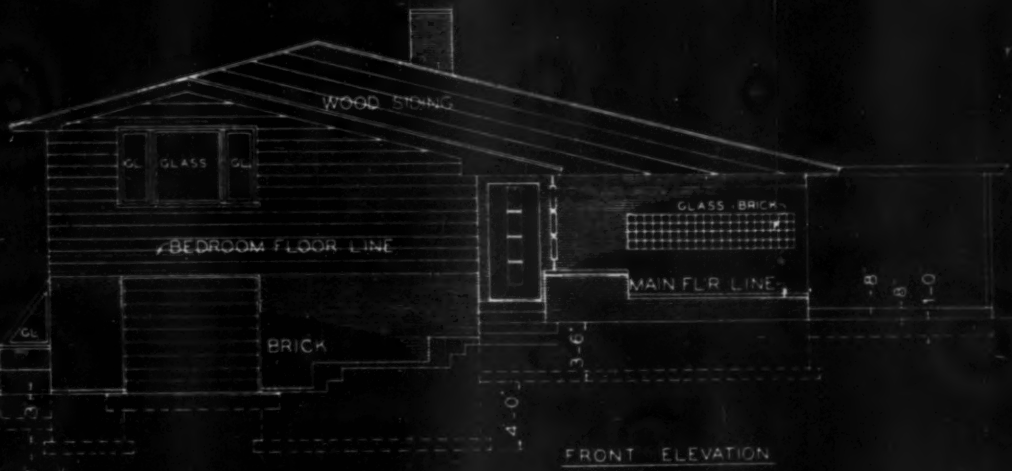
WEST ELEVATION



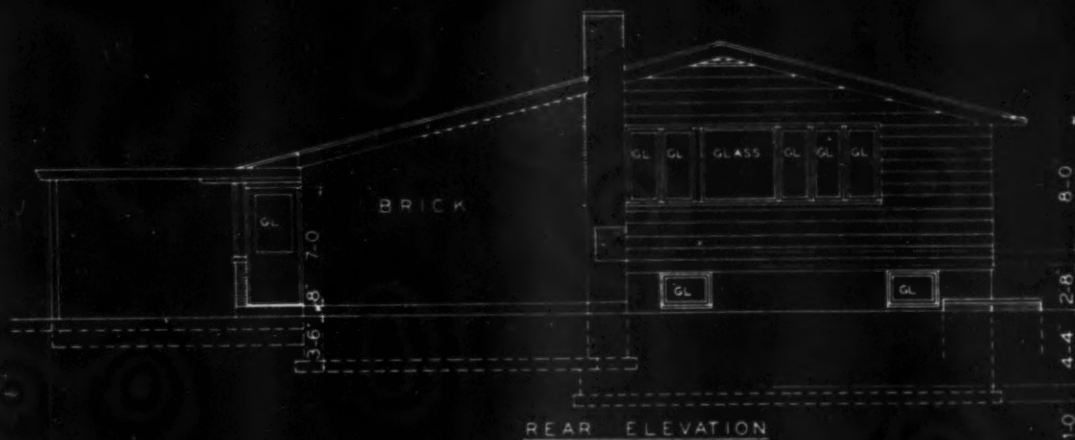
SOUTH WALL OF KITCHEN



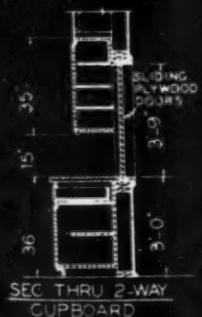
NORTH WALL OF KITCHEN



FRONT ELEVATION



REAR ELEVATION

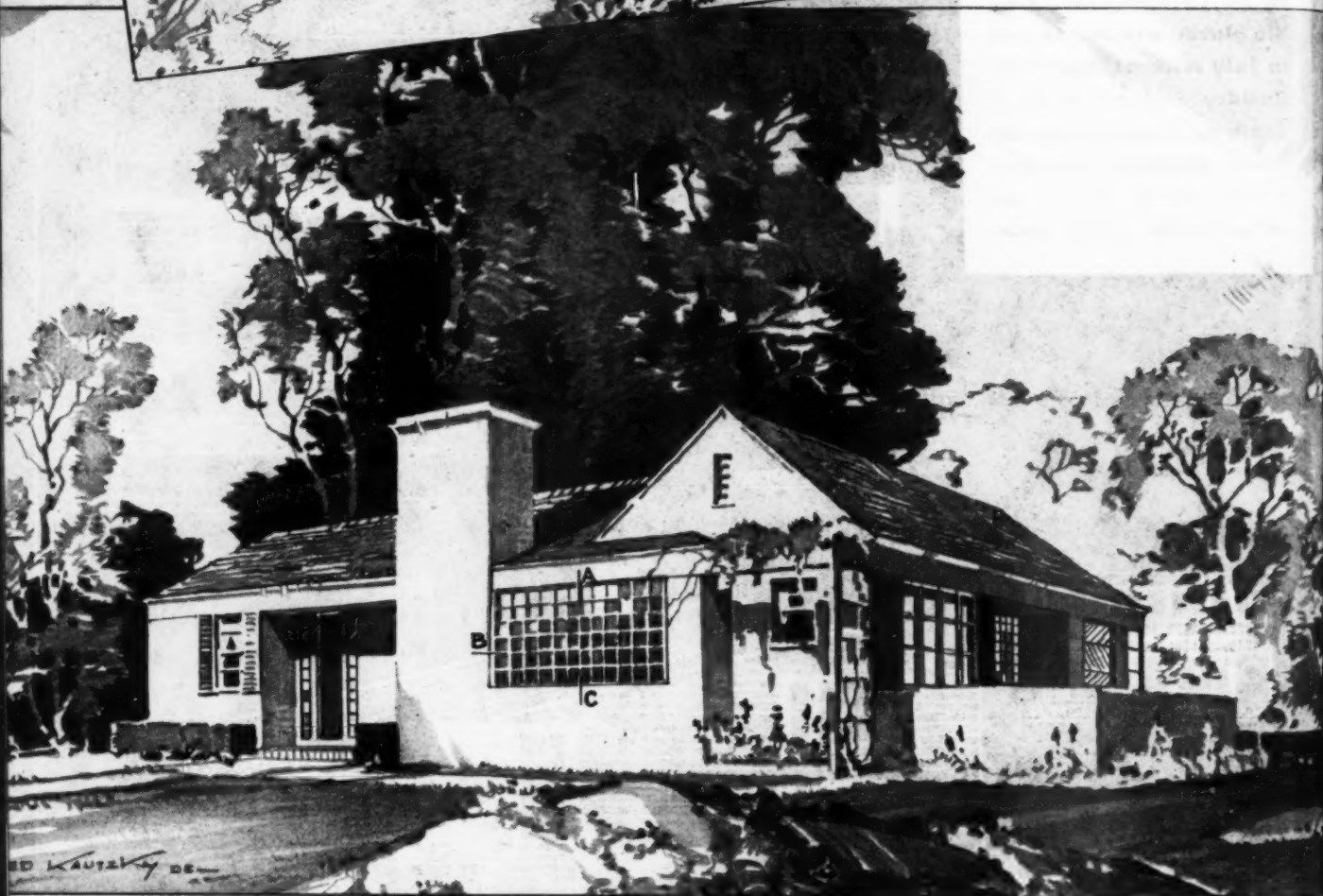
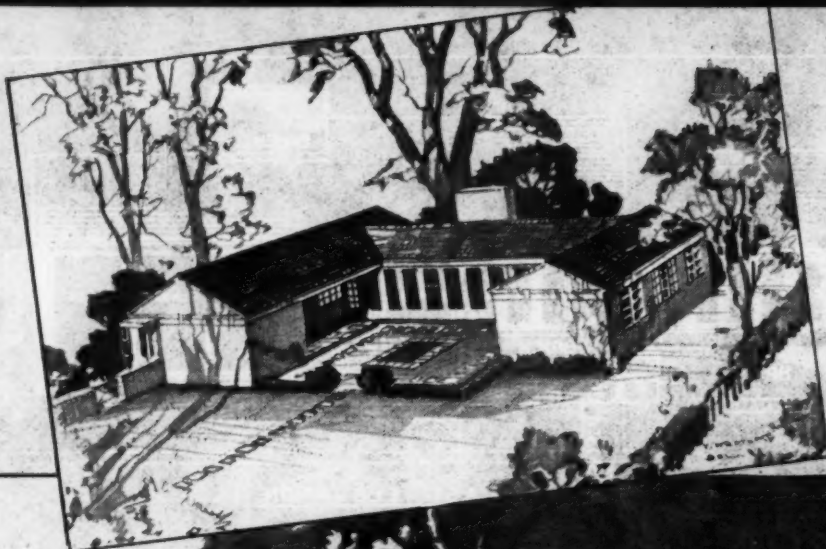


SEC THRU 2-WAY CUPBOARD

## Designed for the Best

By John E. McNamara

Associate Editor



**FINE THINKING** in contemporary architecture features large panel of glass block. Letters are keyed to technical section which follows, shows how to build this and other types of glass block sections.

**A**RCHITECTS Randolph Evans and Henry Otis Chapman, who are well known to *American Builder* readers for their series of blueprint houses published last year, have come up with two more exceptionally well planned homes packed with postwar ideas for those who go in for lots of light which comes in with privacy through glass block panels.

On pages 86 and 87 of this issue, immediately following these four pages of house plans and designs, is the **TECHNICAL SECTION**, which shows how to build these glass areas into these or other houses. The large letters superimposed on the

renderings and floor plans are keyed to the installation details in the technical page for easy use by readers.

### Key to installation details

Let's take a case in point. Look at the architect's drawing immediately above. Notice the letters A, B and C on the large glass panel. If you will now turn to pages 86 and 87, you will find installation details marked with the same letters. Those details show you exactly how to build up the glass panel which is the architectural focal point of the rendering. Simple, is it not, for *American Builder* readers to learn how to do the latest things in the best style?

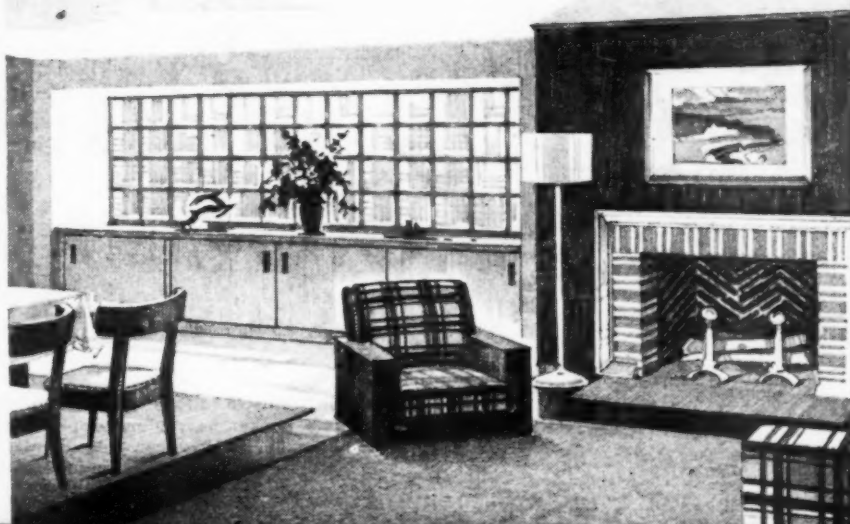
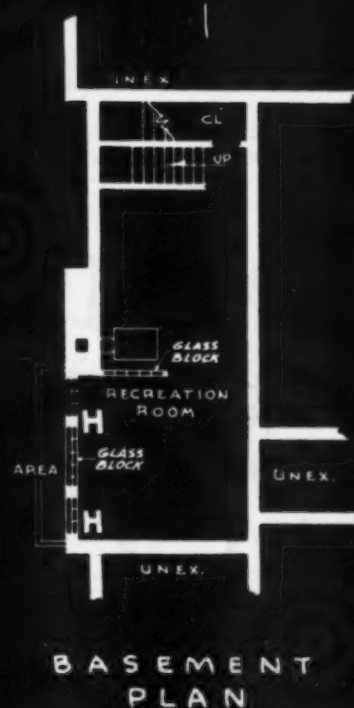
"Pictured on these pages of *American Builder* are the types of architecture and uses for glass block which we believe will be popular in the building period we are now entering," an official of Owens-Illinois Glass Company, manufacturer of glass block, said in reviewing these house designs.

These houses were designed for the glass block manufacturer by architects Chapman and Evans. They therefore were planned from the ground up for the best use of the product. No plans of the houses are for sale, however, the company points out.

(Continued on page 85)

## Best Use of Glass Blocks in Postwar Homes

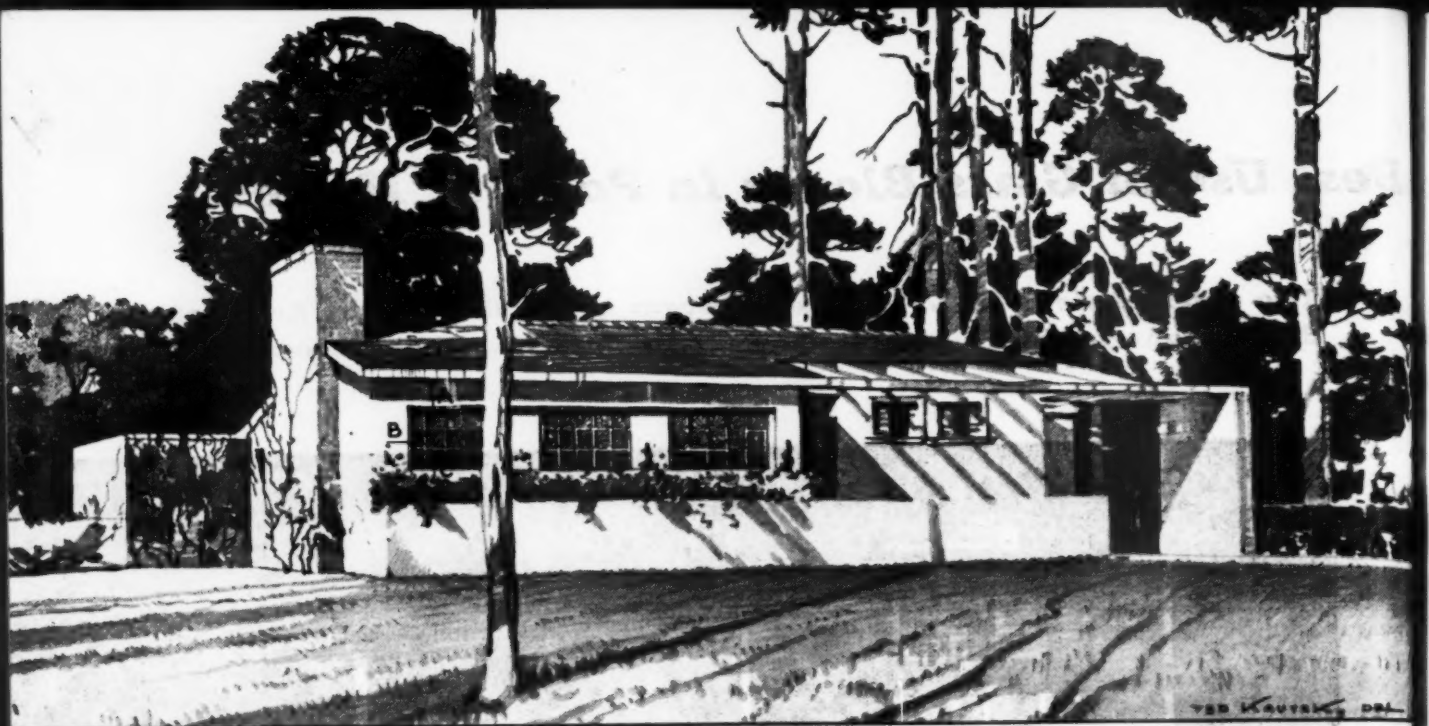
Two different views of two proposed postwar homes, designed by Architects Randolph Evans and Henry Otis Chapman, appear on these and the next two pages.



BOLD letters floated over plan above are keyed to same letters in technical section which points out how to install glass block used in the walls of these houses. Note how light is brought to dining area on inside wall of kitchen through panel of glass block.

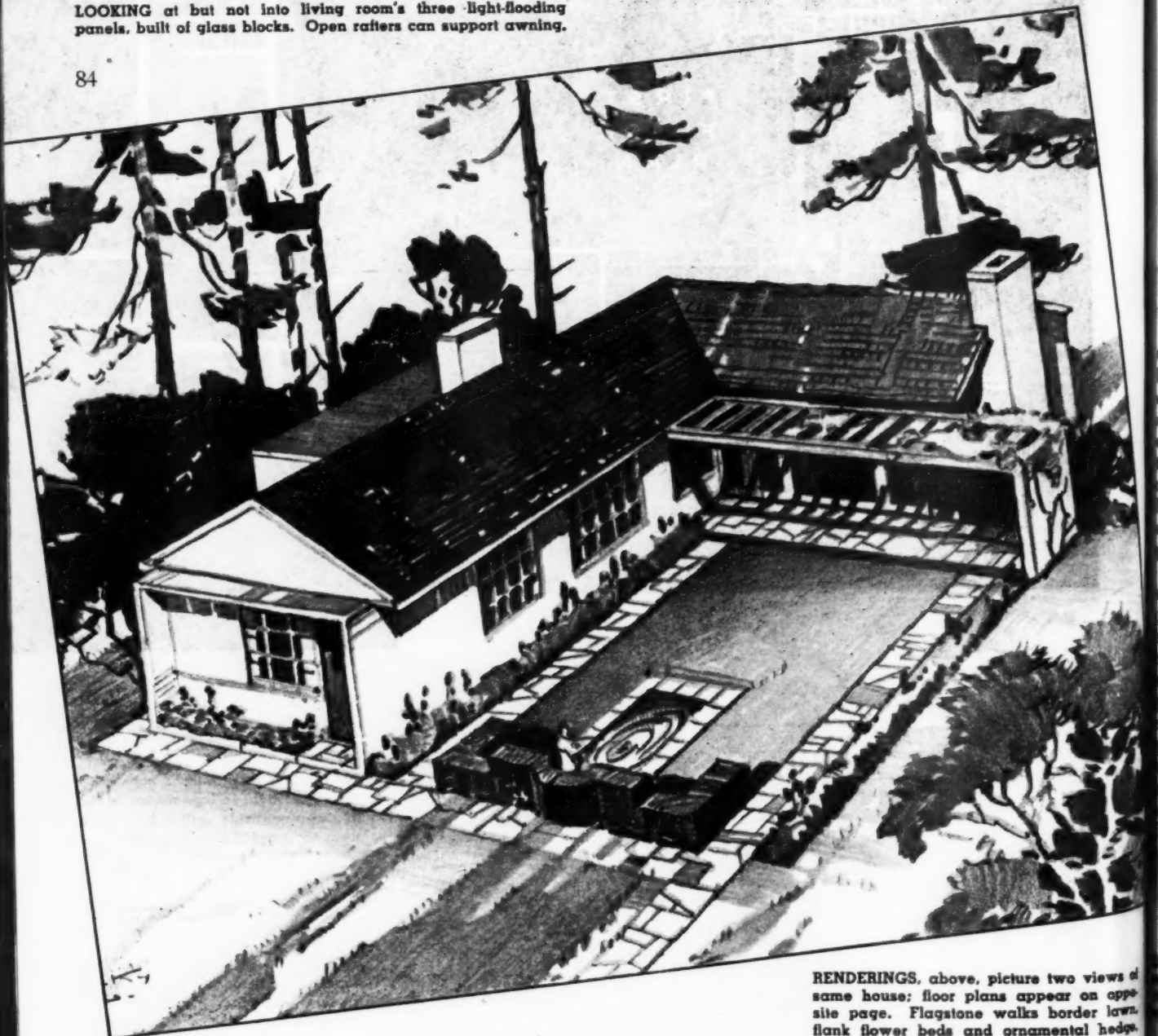
INTERIOR view shows how glass panel of house on left appears in relation to fireplace. Note how it floods left side of room with light.





LOOKING at but not into living room's three light-flooding panels, built of glass blocks. Open rafters can support awning.

84



RENDERINGS, above, picture two views of same house; floor plans appear on opposite page. Flagstone walks border lawn, flank flower beds and ornamental hedge.

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GARDEN and  
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**Massive areas of glass give feeling of belonging with this modified-modern architecture.**

*(Continued from page 82)*

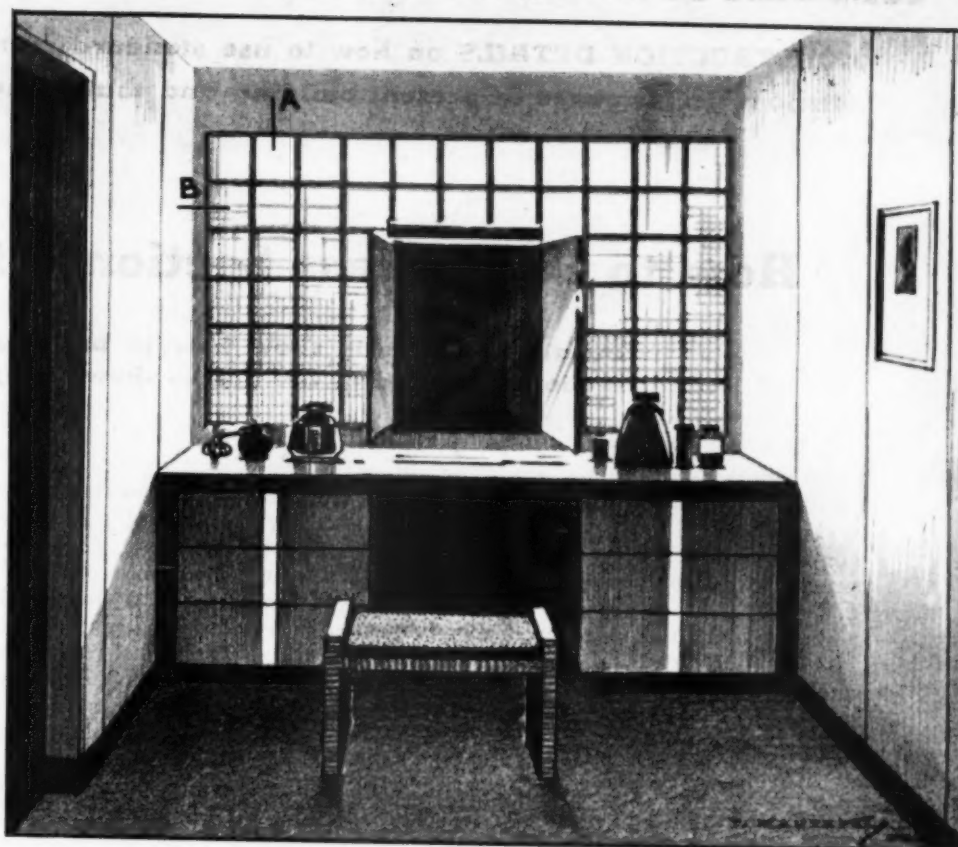
There are, in fact, slight differences in treatment between elevation and floor plan, as most experienced home builders will notice. It is hoped by the company that these interesting designs in a popular size and price class will offer useful ideas and will be thought-provoking to you and your architect.

Increasingly glass block is being used for what it does best—not just for appearance sake. That is why its popularity grew even during the war when building was restricted.

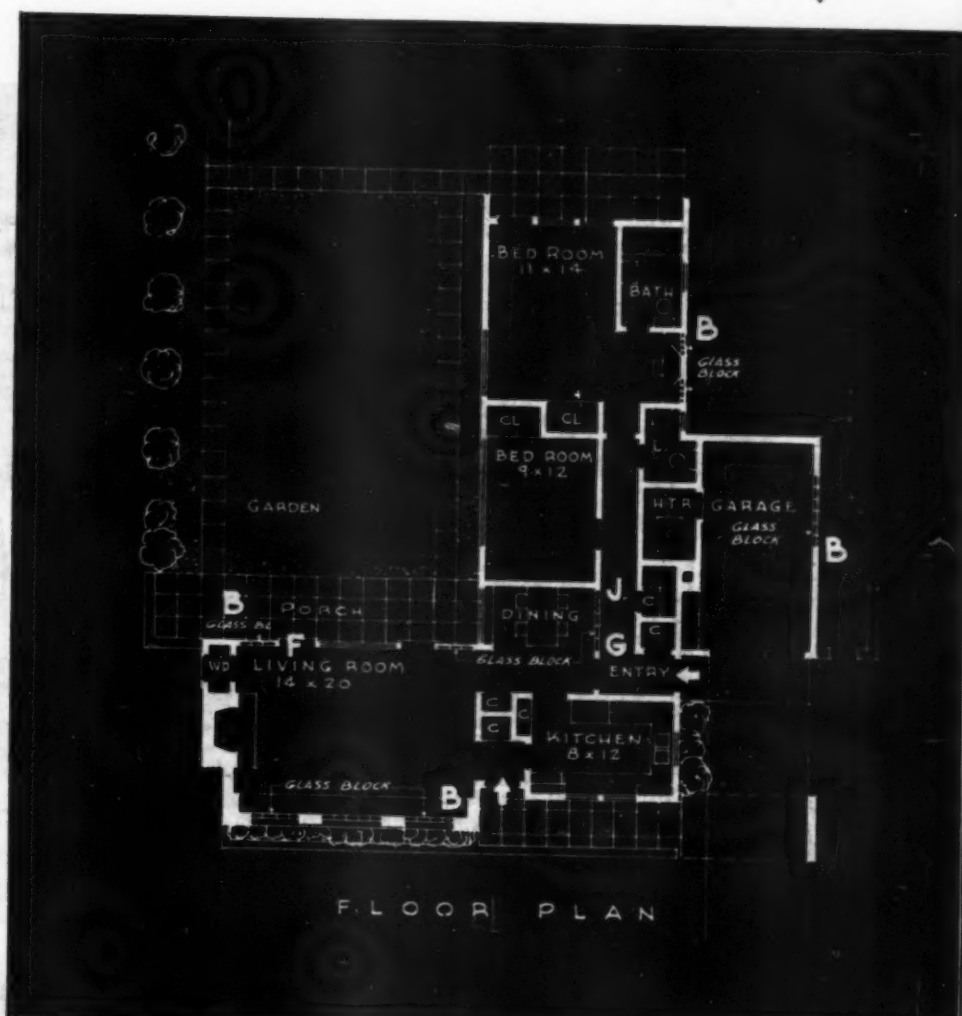
Glass block transmits light; provides more privacy than most types of glass. It resists heat loss in winter; loses less than half as much furnace heat as a single thickness of glass. It is easy to clean—looks clean. It has a definite place in outside fenestration and in inside partitions as well.

Notice how practically and how thoughtfully it has been used in these beautiful homes. The architecture of these homes, while modern in conception, nevertheless holds closely enough to conventional lines so that they do not offend the public's preconception of "what a house should look like." This is a point which many modern designers miss completely and repeatedly.

For one thing, the public eye is accustomed to looking at houses with pitched roofs, and the flat-roofed house offends their sense of proper house lines. Here the architects smartly shun the flat roof and yet give the owner the benefits of modern, functional design. Here they give you the streamlined kitchen, the large living room with dining area included in one expansive-appearing area, and bedroom wing separated from the utility, cooking and dining area, elements of functional design.



MILADY can exult here in her beauty, flooded with light but hidden from "peeping" eyes.



GARDEN and floor plan, right, show flag-  
stone placement; point up plentiful use of  
glass block in postwar planning—lavatory  
as well as bath featured in one-floor house.



# AMERICAN BUILDER TECHNICAL SECTION

CONSTRUCTION DETAILS on how to use standard materials to give the most efficient performance in present building and that being planned for postwar.

## How to Build Glass Sections of Model Homes

Installation details show how to build the glass block sections featured in the homes shown on pages 82 to 85

THE letters used to mark the construction details shown on the opposite page are keyed to the renderings and floor plans of the two houses which appear on pages 82 to 85.

The standard method of erecting glass block is to build permanent panels set in mortar. Such panels do not require any special framing when they are installed in either masonry or wood walls. They are placed directly in the rough wall openings, as shown in details A, B, and C—which are typical structures. The rough opening should be  $\frac{3}{4}$  inches larger in height and width

than the panel.

Glass blocks are laid with a regular masonry mortar using a 1-1-4 mix of Portland cement, lime, and sand. At each side and on top of all panels, expansion joints  $\frac{1}{2}$  inch thick must be inserted (see details A and B). At the sill, the panel rests on a regular mortar bed. The sill should be covered with asphalt emulsion before the first mortar joint is laid (see detail C).

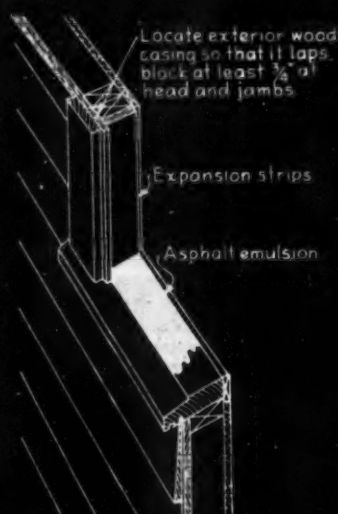
In the construction of glass block panels it is very important that all mortar joints be filled completely with mortar for the full thickness of the block. As each block is pushed

into its proper position, the vertical and horizontal joints should be compressed that the coated mortar bearing edge of each block is in full contact with the mortar.

Glass block panels must be anchored to adjacent construction. In brick veneer or masonry construction, 20 gauge perforated wall tie provide satisfactory anchorage for panels. In wood construction, secure anchorage can be provided by wood stops and casings lapping the edges.

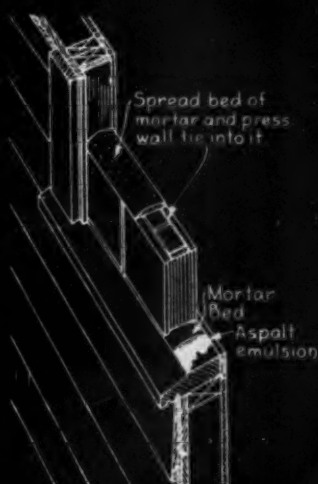
These construction details are standard practice. Use them for customer satisfaction and your own.

86



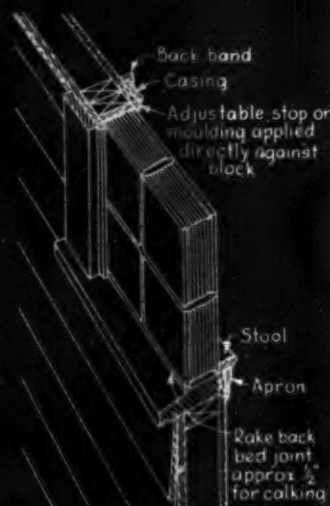
### STEP No. 1

**Preliminary Preparation**  
Construct sill, jamb and head as indicated on details. Apply asphalt emulsion to sill. Apply expansion strips continuously at head and jambs.



### STEP No. 2

**Laying Glass Blocks**  
Keep mortar out of expansion joint. Use full head and bed joints. Bed wall tie in center of mortar joint.



### STEP No. 3

**Interior Trim**  
When blocks are all laid and mortar joints sufficiently set, clean interior surface and apply trim with adjustable stops as shown on details.

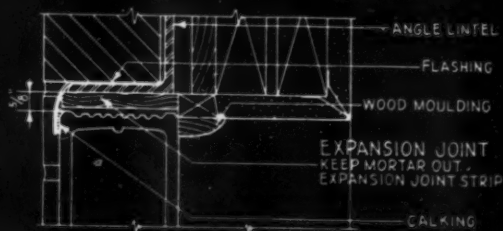


### STEP No. 4

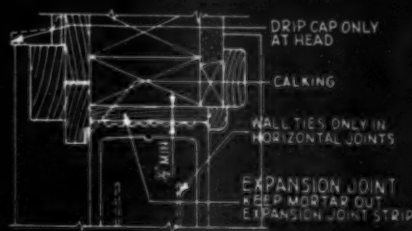
**Cleaning and Calking**  
Clean exterior surface of Glass Blocks and calk jambs, head and sill joints with mastic calking.

GLASS BLOCK CONSTRUCTION DETAILS

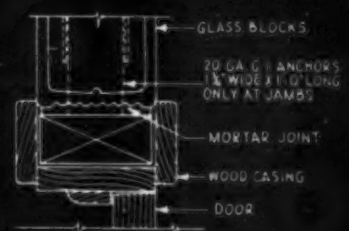




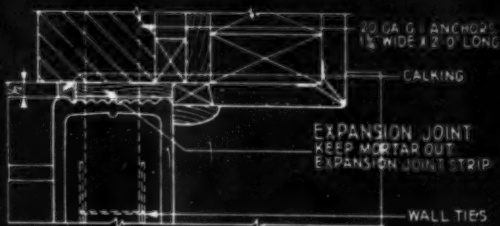
HEAD DETAIL "A"



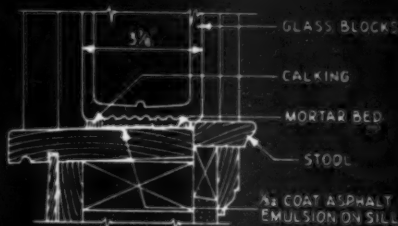
HEAD & JAMB DETAIL "A" & "B"



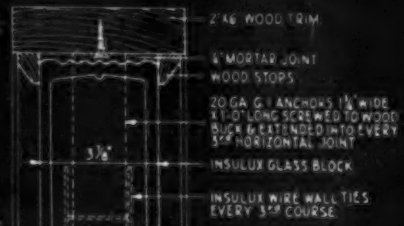
DOOR JAMB DETAIL "F"



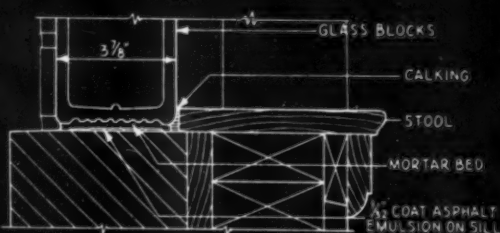
JAMB DETAIL "B"



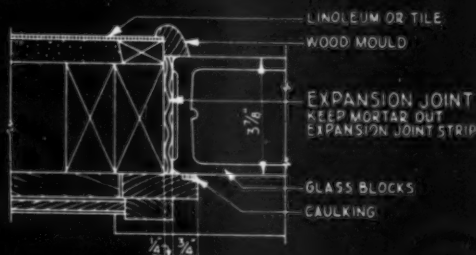
SILL DETAIL "C"



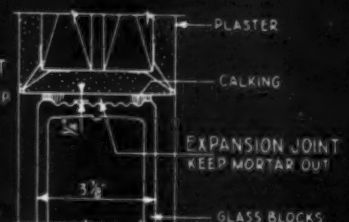
JAMB DETAIL "G"



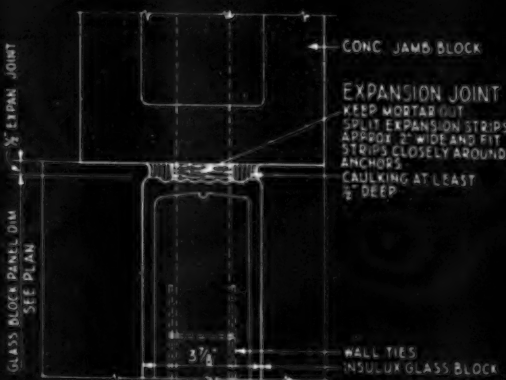
SILL DETAIL "C"



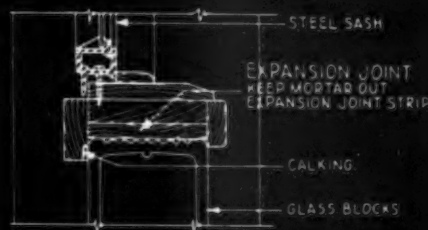
JAMB DETAIL "D"



HEAD DETAIL "G"



JAMB SECTION "H"

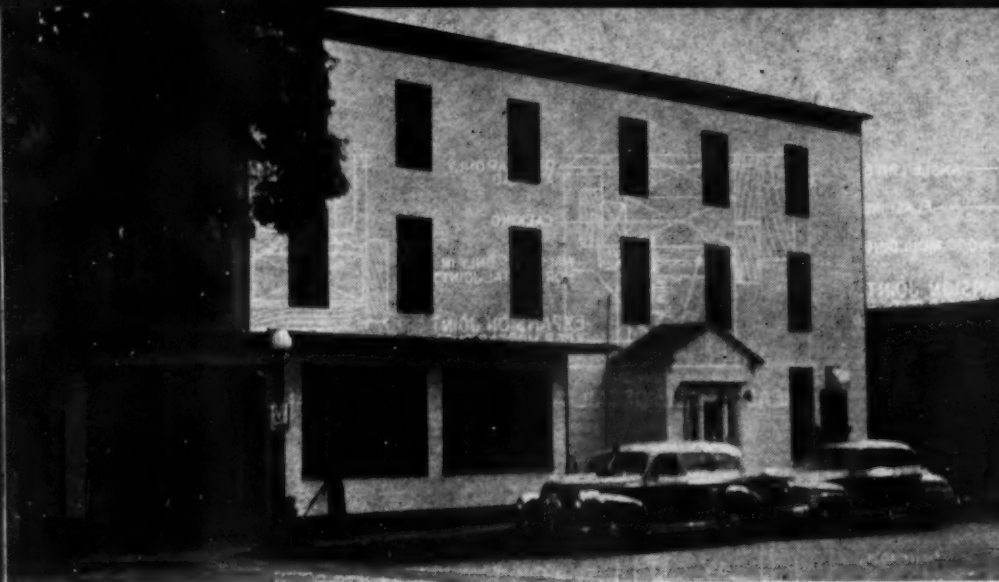


MULLION DETAIL "E"



JAMB DETAIL "J"

## GLASS BLOCK CONSTRUCTION DETAILS



KABLE INN upon completion of re-siding job and remodeling



NEW street entrance to dining room

## Builder's Double-Checking Raises Job

### Called to Repair "Mystery" Leak, Builder Secures Complete Job on Mt. Morris Hotel

**W**HEN you complete a small repair job, do you pick up your tools and leave? Or do you follow through on it—as does D. C. Tracy, Mt. Morris, Ill., builder?

Tracy was called in to find out what was causing leakage in the dining room of the Kable Inn. An addition had been built on the old dining room, but during a rain-storm water would leak into the room and run off the beam onto the tables. A new roof had been installed and last spring new flashing added to correct the difficulty, but both of these measures had proved unsuccessful. Tracy returned several times to check the results.

While checking the job, he found that the original siding was badly cracked and the water was coming in behind the flashing, getting into the stud area and running onto the beam. The siding at the rear of the hotel was replaced, correcting the leakage. The entire hotel was then re-sided to match the back. The outside of the hotel was then so dressed up Tracy suggested other improvements for the interior.

A small door led from the lobby into the dining room, but a guest of the hotel could pass through the lobby without noting the dining facilities. To add to the attractiveness of the lobby, this door and a section of the wall were removed. Now, the view of the dining room from the hotel desk invites guests to enter. An outside

88



**VIEW** of the dining room, from hotel lobby. To get this selling value old door leading into dining room was removed along with wall hiding dining room from view. In this way the dining room cash is handled by same person who presides at the desk in the lobby.

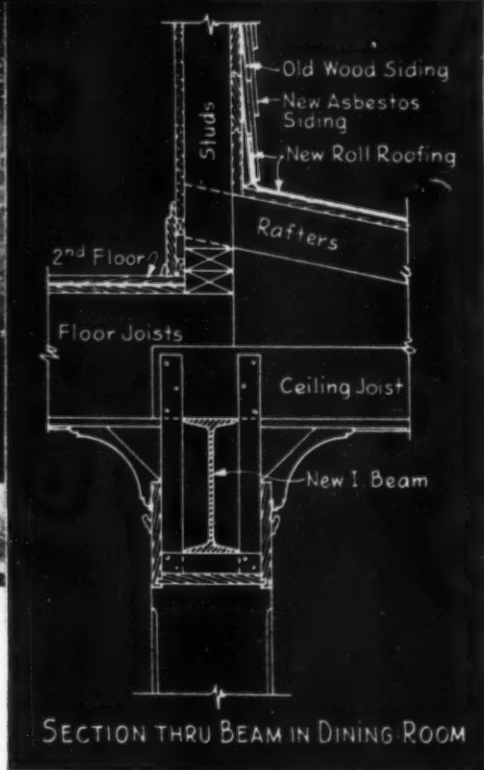




room CARPENTERS working (left above) on Kable Inn. View of old building before work began.

## Job from \$500 to \$3,500

original entrance into the dining room was also built in order to handle street traffic, without passing through the hotel lobby. This entire hotel has taken on a "new face"—all because Tracy followed up on his job and found additional work to be done. And what might have been a \$500 job was raised to \$3,500.



WATER entered and flooded part of dining room under new I-beam (drawn above, pictured below) installed to support floors above after addition to dining room was built. Reflashing job on roof of new section failed to correct fault. Real trouble was that rain drove through cracks in old, low-grade siding, dropped down stud area onto beam and then splashed on diners. Tracy recommended new siding. The entire hotel had to be re-sided.

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DISTINGUISHING characteristics of the pure Georgian type are illustrated in the large house above. Front entrance in exact center of elevation, windows grouped symmetrically around it—an arrangement which sets it apart from less formal types.

## The Evolution of House Design in America

**American Builder Starts Reviewing Books Vital to Builders—"How to Plan A House" is basis of series on History of House Architecture.**

**A** SERIES of stories in *American Builder*, of which this is the first, will show how American house architecture grew to be the way it is.

This series is based on the book, *How to Plan A House*, published for those planning postwar homes, by the American Technical Society, Chicago, Ill. The book was edited by Gilbert Townsend, B.S., architectural engineer with Ross and MacDonald, architects of Montreal, Can., and J. Ralph Dalzell, B.S., head of the architectural engineering department of the American School, a correspondence technical school, and managing editor of the American Technical Society.

The English Georgian style was chosen for the first of this series because it, more than any other, influenced the pattern of future American homes.

"The illustration shows a dwelling of the Georgian type of fairly large size located in a suburb of a large city. The front entrance is in the exact center of the elevation and the windows are grouped symmetrically around it—an arrangement which distinguishes this type from the more informal types," the book reads.

"As a rule, Georgian houses are full two stories high and may have a rather low-hipped roof (which provides small attic space) or a fairly high-pitched gable roof

with dormer windows which provide light for quite extensive attic rooms. In both cases there is usually a cornice designed along classical lines at the eaves. The main entrance doorway is located almost always in the exact center of the first-floor front with the same number of windows on each side of it. The second-story windows are exactly over those of the first floor, with an extra window which may be smaller or of a different shape, occupying the space over the entrance door. Such formality and symmetry, in connection with the exterior design, result in a severe lack of freedom in the planning of the interior since the entrance hall must be in the center and windows must be located in certain places whether it is best for the interior plan or not. These restrictions as a rule affect only the planning of the front of the house, which is the part seen by the public. They force the placing of the main entrance hall in the center with the living room on one side and the dining room or a reception room or library on the other side, as illustrated in the plan, which is not the floor plan for the house shown in the photograph, but is the plan for a different house of the Georgian type.

"On the second floor, because of the fact that the windows on the principal front must be directly over

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## A NEW SERVICE FOR READERS

AMERICAN BUILDER, ever alert to bring new values to its readers, begins the first of a new series of stories, which traces the steps in the development of house architecture in America. Each story will illustrate and describe a different architectural style. Georgian style appears in this issue.

Georgian is shown first because it both antedated and set the basic pattern for what became truly the house architecture of America—that group of four related styles known as Colonial architecture. They are (1) New England Colonial with several different types, (2) Southern Colonial, (3) Cape Cod Colonial, born in Massachusetts, and (4) Dutch Colonial, evolved in New York and New Jersey.

those of the first floor, the designer is obliged to locate one bedroom over the living room and another over the dining room, as shown in the plan, with a small room such as a bathroom or a sewing room between them over the main entrance hall. The two chimneys are located symmetrically, one in the outside wall of the living room and one in the outside wall of the dining room in such a position in each case that they will come in the center of the gables above—one at each end of the house. If the chimney on the dining room side is not needed for the furnace or for fireplaces, it can be made a false chimney with no purpose but to balance the real chimney at the other end of the house."

### American Colonial

"In the year 1620 the Pilgrim Fathers first landed in New England and by the time George I became king of England in 1714 thirteen colonies had been well started in America. In the larger towns and more prosperous villages and farms, houses were being built in imitation of the English Georgian houses, but they were usually built of wood, which was plentiful, and were adapted to the necessities of the people who were to live in them. There were practically no architects, but there were

available a number of excellent books of drawings published in England illustrating elevations and details of good examples of the Georgian houses. Every educated gentleman had been taught to know something of architecture and the master craftsmen in most cases had one or more of the plan books. When a man wished to build a house, he designed it himself with or without the assistance of the master craftsman who was to construct it, or he left it entirely to the artisan.

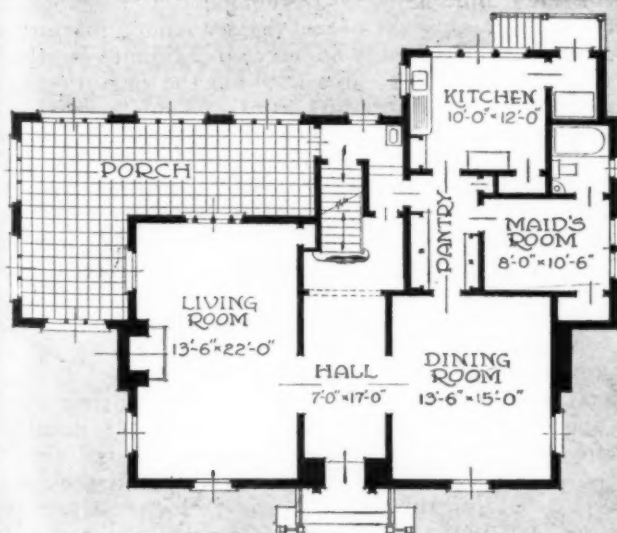
"In the towns many buildings were designed by gentlemen as a hobby. Thomas Jefferson, who later became President of the United States, is known to have designed several houses, including his own. Thus a style was evolved which, although based on the Georgian, is more distinctively American than perhaps any other and can be called the American Colonial style. In different parts of the country the interpretation of the original Georgian style varied somewhat, and thus we have New England Colonial in several slightly different types, and Southern Colonial, while Massachusetts has produced Cape Cod Colonial, and New York and New Jersey evolved another style called Dutch Colonial," the authors said.

Additional stories based on this book will appear in following issues of *American Builder*. The source for this first series will continue to be in the form of a review of the book, **HOW TO PLAN A HOUSE**.

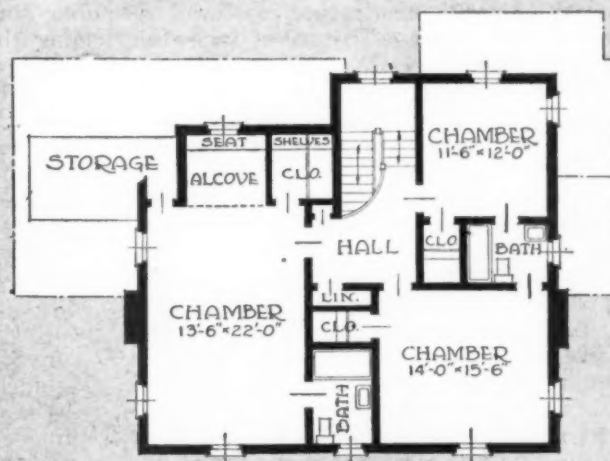
The next installment will trace the influence of the Georgian type of house on the style which was developed by the early settlers of America—the Colonial style—and how it took its various forms in different parts of the country.

You will see how lumber was substituted for masonry materials in the building of the early life of our country. Thus Georgian type homes, though largely built of masonry in England and on the continent of Europe, were built of wood when first copied in America.

EXPERIENCED eyes will see instantly that this floor plan does not exactly fit the large house on opposite page. The reason for this is to show a later development of the Georgian type. Here the stairs are cleverly placed in direct line with the main entrance door, thus fulfilling the demand for symmetry. It permits the less important rooms, such as kitchen, to be arranged at the back to suit the desires of occupants without regard to symmetry.



FIRST FLOOR PLAN



W. STANWOOD PHILLIPS  
ARCHITECT

SECOND FLOOR PLAN



ONE-family home sold for \$4500 (including builder's profit) in private project adjoining large-scale public job.

## **"Private Housing Found Superior, Costs Less"**

**Builders committee finds privately-built units less costly, more attractive and lasting than public**

**A**WARE of the deep inroads made by public housing in the home-building field, and the postwar plans of public housers, the Home Builders Council of New York, New Jersey and Connecticut appointed a committee to dig out costs and compare them on projects in that area. The findings, presented on June 27th to the Council's Conference in New York City (see page 76) are of such interest that *American Builder* reprints here in part the report of the committee's chairman, E. M. Spiegel, of the Northern New Jersey Home Builders Association.

"Your committee undertook the study of the Public Housing Problem on a practical business basis and without carrying any chips on its shoulders. The questions resolved in our minds were: (1) Could the private builder do the job? (2) Assuming that the private builder could do the job, could he build as well or better for less money? (3) What is the reaction of local communities in which public housing projects have been erected, from the social and business standpoint? (4) What will be the effect on postwar private

housing if a large-scale public housing program is undertaken, with relation to material and labor costs?

"Answering question (1) as to whether the private builder could do the job, your Committee made comparisons of private housing projects erected at about the same time and in the same general vicinity as several public housing projects. It was our feeling that this was the most effective means of comparison as to cost. The FPHA submitted to us a breakdown of the development cost of the project known as Donnelly Homes, at Trenton, New Jersey, consisting of 376 dwelling units, or 1568 rooms. Without going into detail as to the specific items set forth on the statement, the total development cost including land for their project amounts to \$1,973,638.00, or \$5,249.00 per dwelling unit. Included in the total development cost is an item of \$216,975.00 representing cost of existing structures on the land acquired for this project, relocation of tenants and demolition. This item amounts to approximately \$577.00 per unit. The vacant land cost is stated to be \$125,-

034.00, or \$332.00 per dwelling unit. Taking the two items together which is proper, we have a total cost of \$909.00 per unit. We, as practical business men, must agree I am sure, that such cost for land is highly excessive.

"By comparison we were able to obtain figures from a private builder who erected 52 units in the same area at about the same time. These units consisted of a total of 172 rooms and the total project including land and building cost \$225,000.00, or \$4,326.00 per unit. In the case of the privately built project which is a 608 FHA project, the standard of construction is superior to that of the public housing project although we are asked by FPHA to bear in mind that in connection with their project the job specifications indicate the construction to be unusually sound and durable and that prevailing costs were paid to workers employed on their project. It is a fact that the private project also paid prevailing wages, and union labor was employed thereon. We will also concede, I believe, the greater economy of purchase of material



**And these private projects, built at same time and in same localities as public, cost Uncle Sam nothing**

erial is possible where the project is larger one. Nevertheless we have here an instance of where the private builder erected a far more attractive building under strict FHA and local departmental supervision at a cost lower by \$923.00 per unit than the public housing project.

"Many of us are familiar with the famous Cherry Hill Garden Units erected under the United States Housing Act at East Paterson, New Jersey. There are two separate projects at this location, but for the purpose of making a fair comparison we will take the larger of the two. This consisted of 300 dwelling units or 240 rooms. The figures submitted by FPHA indicate a total development cost including land of \$1,483,450.00, or a total cost per dwelling unit of \$4,945.00. At about the same time a private builder on an adjacent tract of land erected approximately 15 individual four-room bungalows under Title II and Title VI FHA, which were sold to the Public at an average of \$4,500.00 per unit, including the builder's profit. These private homes were constructed on large plots with full basements, individual heating units in the basement. We, as a result, brick veneer construction, one-attached garage and large unfinished attic. Street utilities were installed by the private builder, in conformance with the FHA and planning division and local municipal departments.

(Continued to page 122)



**LARGE-scale privately-financed war housing apartments (above) built under 608 FHA at Trenton, N.J. Unit cost was \$4326 as against \$5249 for public job. Below, street of one-family homes in \$4500 price range, all paying taxes to the municipality of East Paterson, N. J.**





ROW of attached homes of English Tudor design, to be built in Brooklyn, N. Y., by Fred C. Trump.



Fred C. Trump

## New City Homes Rising Under H-2

**Fred C. Trump, Builder of Prewar and War Housing, Turns His Talents—and H-2 Priorities—Toward the Development of Attractive Basementless Units in Brooklyn, N. Y.**

**A**TACHED cellarless houses, new to the New York area, are rising, 50 of them, in an H-2 project under priorities issued to Fred C. Trump. Trump has built many prewar FHA homes in this area, and has just wound up war-housing projects in Virginia and Pennsylvania.

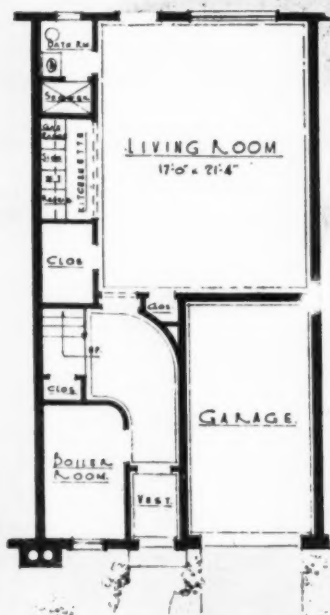
Former "cellars" are now utilized as living space above ground, with

a six by eight foot corner used to house a heating unit and hot water heater, gas- or oil-fired and thermostatically controlled. Each attached house represents two complete family units, with inside stairway to the upper apartment. Bedrooms are 12 by 18, and living rooms 16 by 21 and 12 by 18.

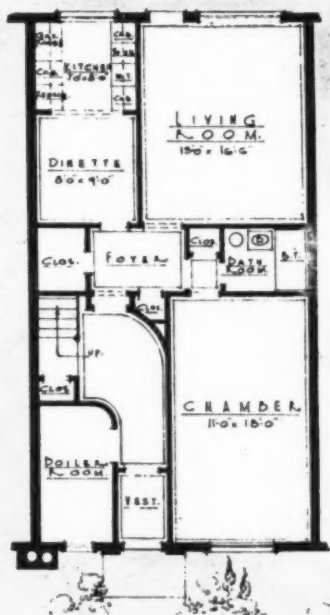
Large "insulation" windows, glass

brick used as exterior finish, fluorescent lighting in bathrooms and kitchens and pre-finished "streamline" flooring are other features. Trump is eager for production lines to start turning out automatic washing and dishwashing machines, to be included in his future homes.

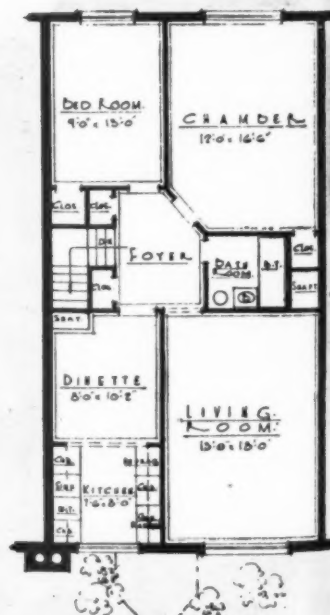
The homes were designed by See and Finkelstein.



FIRST FLOOR PLAN



FIRST FLOOR PLAN



TYPICAL SECOND FLOOR PLAN

ONE first floor plan features garage. First floor living rooms face rear garden; those on second floor front on street.



PHOTO at right shows one  
two houses that are  
joined together by screened-  
porch and three-car gar-  
age. Other house illus-  
trated at bottom of page.

## Two Houses Joined Together

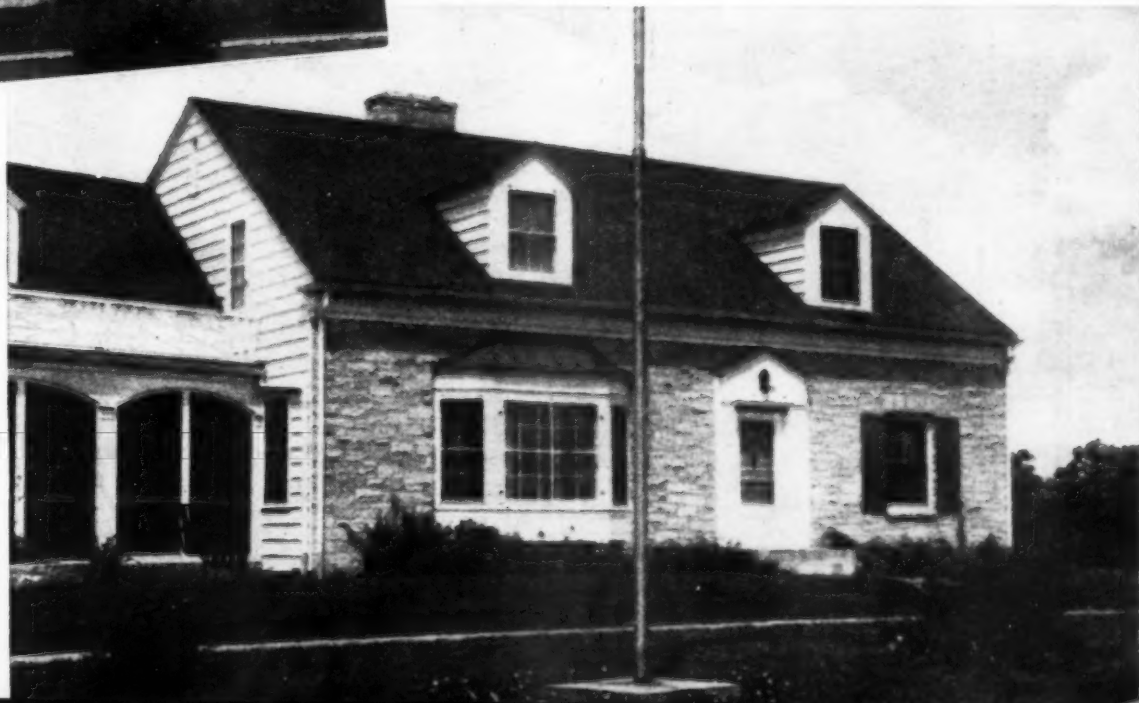
**Gives advantage of living close together  
without sacrifice of necessary privacy.**

**T**WO houses joined together by a screened-in porch with three-car garage offer the advantage of living close to relatives and yet maintaining the privacy necessary to each family—as illustrated on these pages. Owned by H. G. Kable, Mt. Morris, Ill., and his son, R. R. Kable, this layout offers many interesting features. Floor plans are on next pages.

The H. G. Kable house on the left of the porch, has living room, dining room, kitchen, den, bedroom and bath on the first floor. The second floor has three bedrooms with two baths and a storage room. The

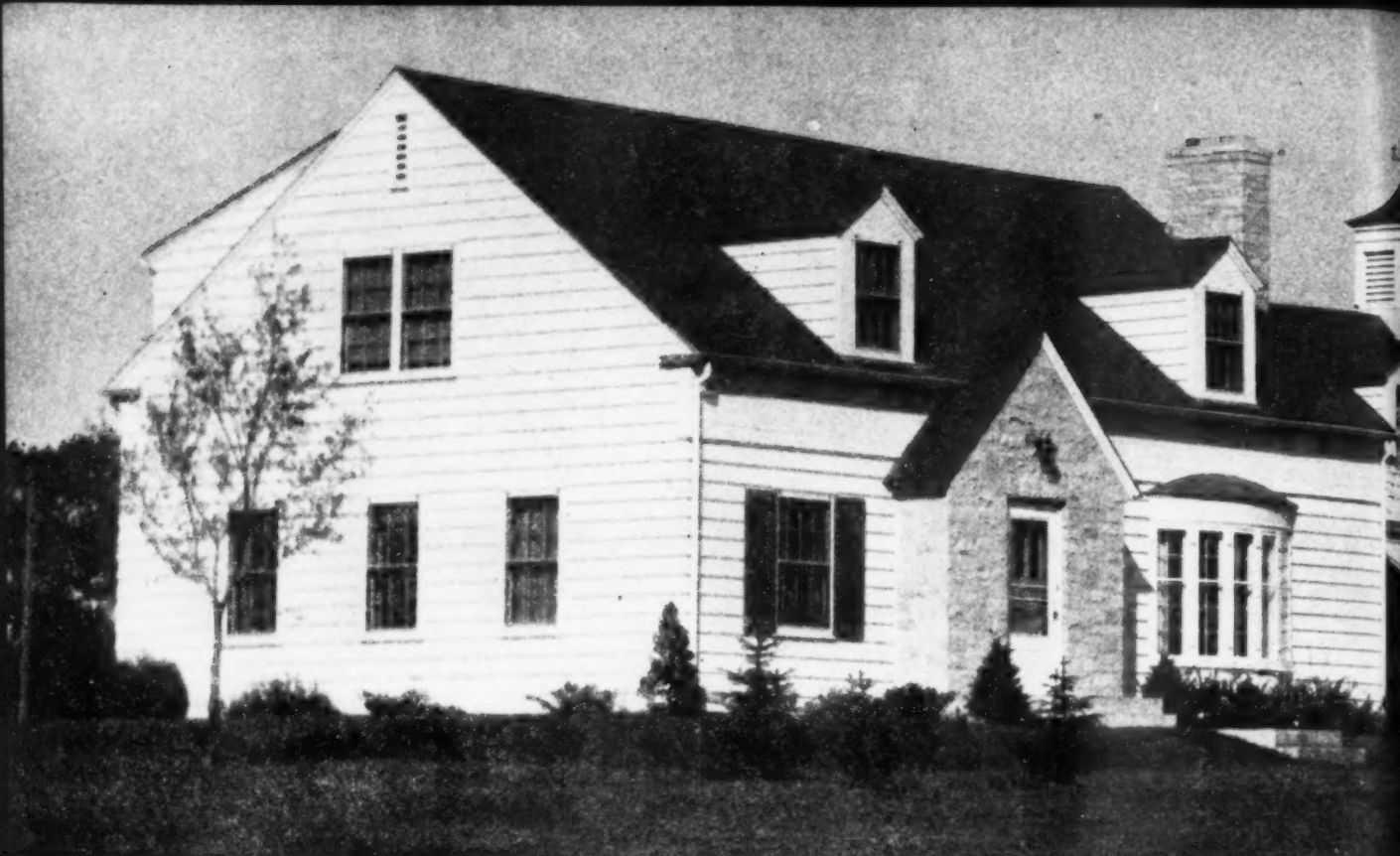


CLOSE-UP of the screened-  
porch that ties the two  
houses together. Porch  
backed by a 3-car gar-  
age. See plans next page.

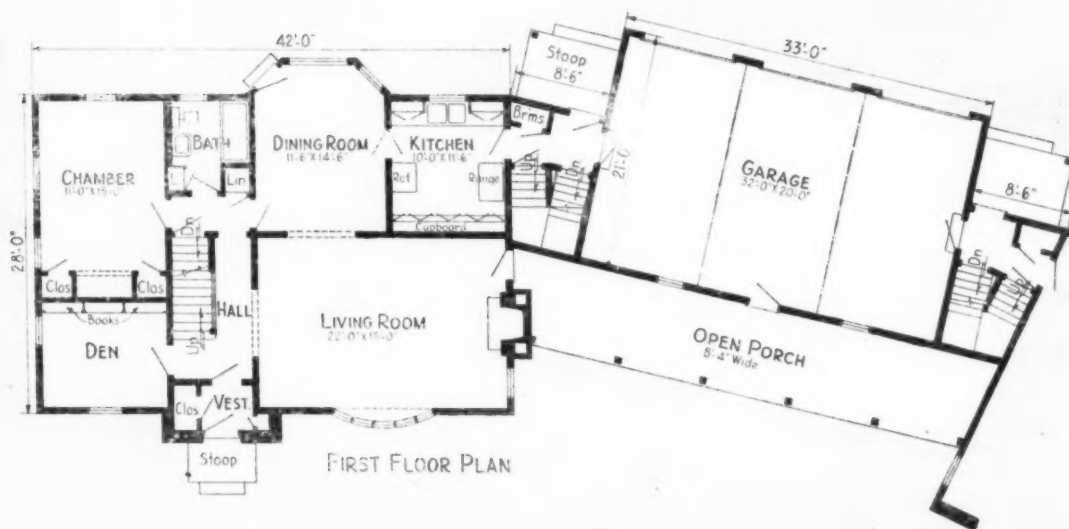


INDIVIDUALITY of archi-  
tecture is preserved in  
each house, as shown by  
view of the other  
house for comparison with  
that is shown above.





SECOND FLOOR PLAN



FIRST FLOOR PLAN

PHOTOGRAPH above shows how the complete structure ties the two houses together.

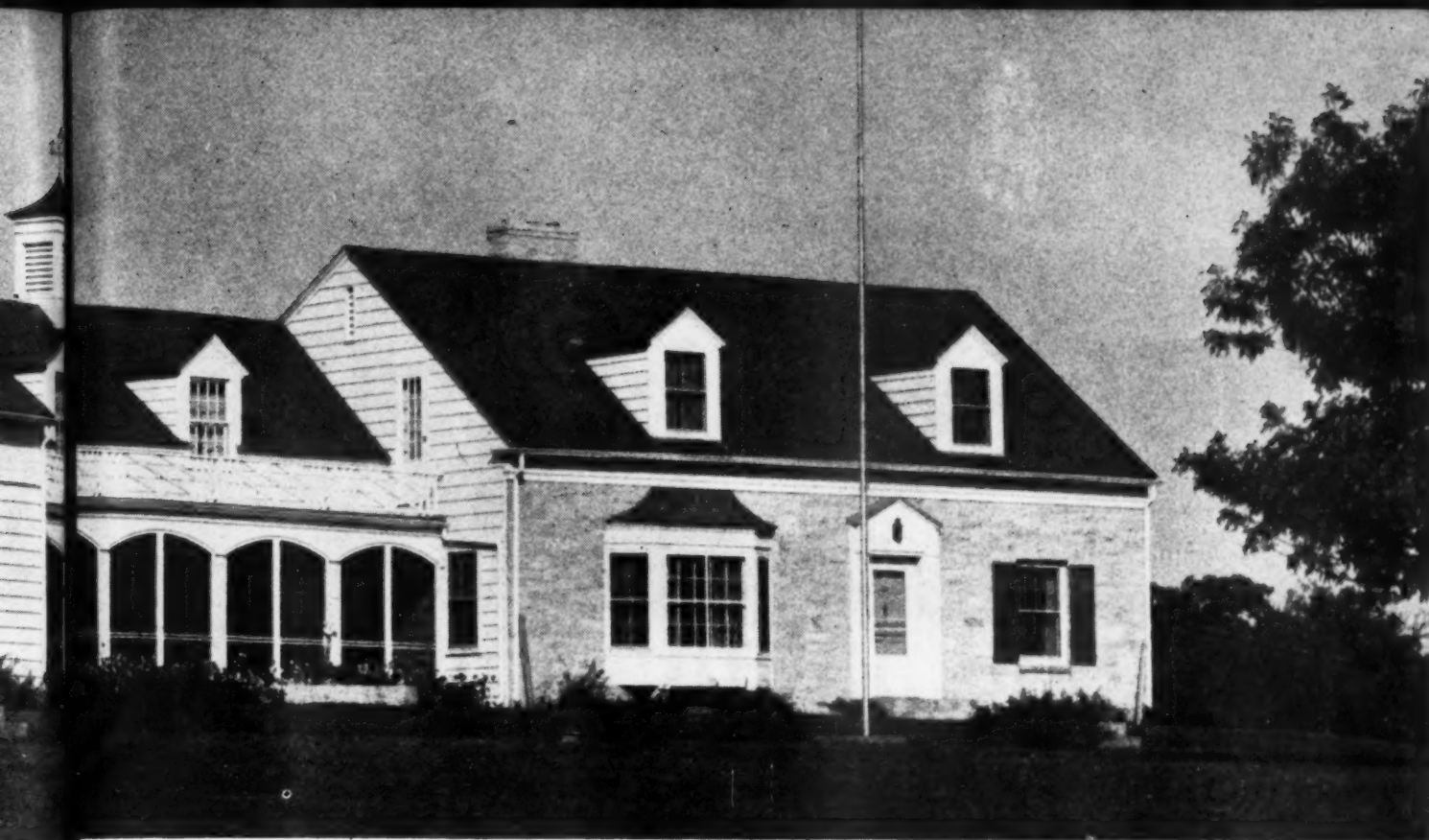
TWO bathrooms on the second floor of the house are very well located to be easily reached from either of the three bedrooms. Note the large closets and also the two linen closets. Besides the large storage room there is another space for storage in one of the three bedrooms shown in this plan.

THE floor plan at left shows the layout of the four-bedroom house above. The rooms are of good size, planned for comfortable living.

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**Two-in-one house offers benefits of individual homes and share in mutual porch and greater 'outdoor living' possibilities.**

living room is 22' x 15' with bay window overlooking the golf course surrounding the house. Built-in cupboards over the kitchen sink and on another wall furnish storage space.

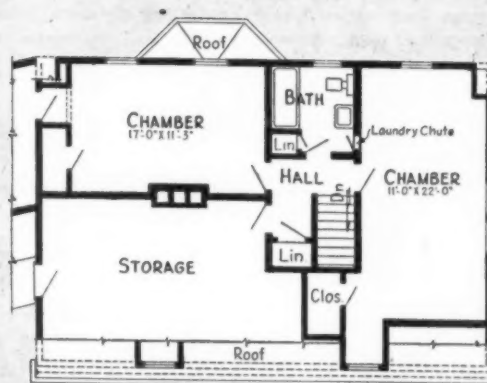
Off the kitchen is a small hall that contains a utility closet for cleaning utensils and materials, which is an essential item to any housewife. This hall is also used for inside entrance into the 3-car garage, which backs up the screened-in porch. This house has plenty of closet space as well as additional built-in linen closets on both the first and second floors.

The floor plan of the other house contains living room, den, bedroom, bath, kitchen and dining nook on the first floor. Two bedrooms, bath and a large storage space that can easily be converted into another bedroom make up the second floor.

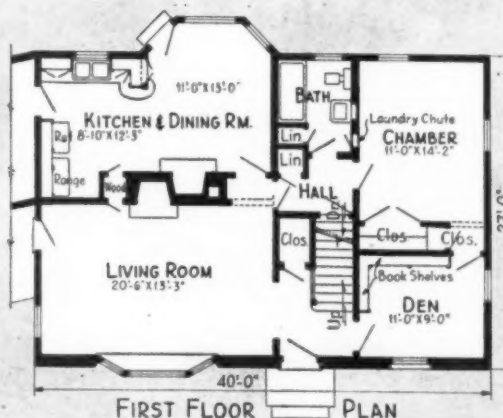
The living room, 20'6" x 13'3", has a fireplace set into knotty pine wall with a woodbox that extends through the wall for use either in the living room or in the dining nook that has a second fireplace.

The kitchen and dining nook are very nicely arranged with pine trim, birch cabinets on two of the kitchen walls. One section of these cabinets can be opened either from the kitchen or dining nook.

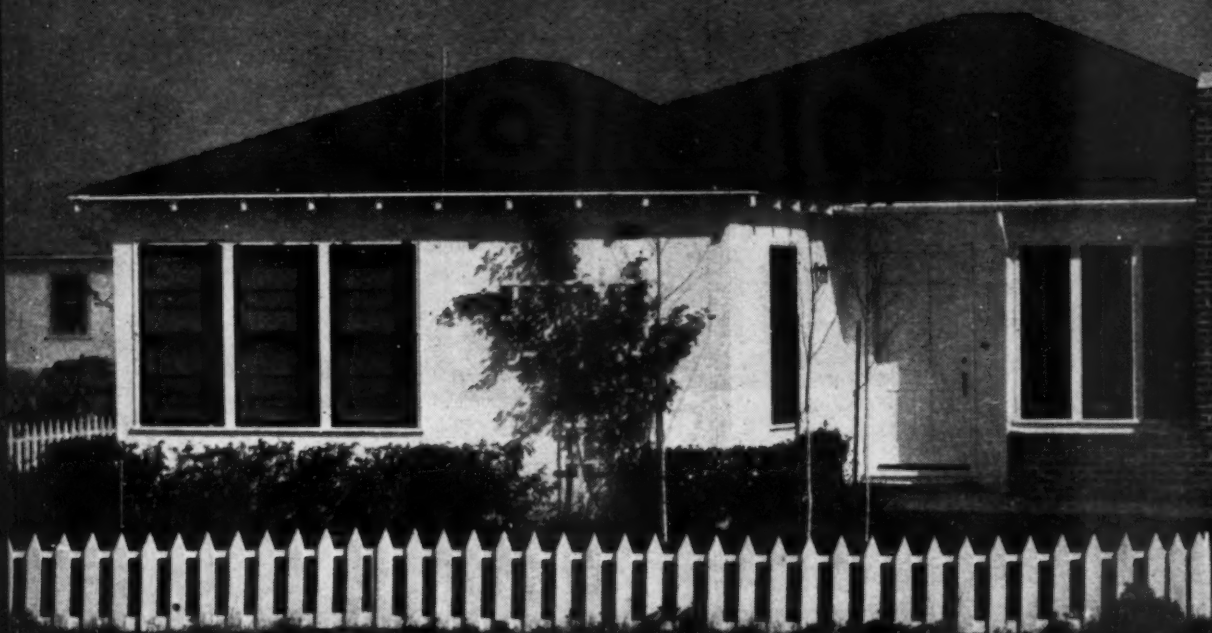
THE floor plan at right shows use of kitchen and dining nook with cabinets and utility closet pointed out in text. The plan of the second floor covers two bedrooms with storage space that can be converted into an additional bedroom if needed.



SECOND FLOOR PLAN

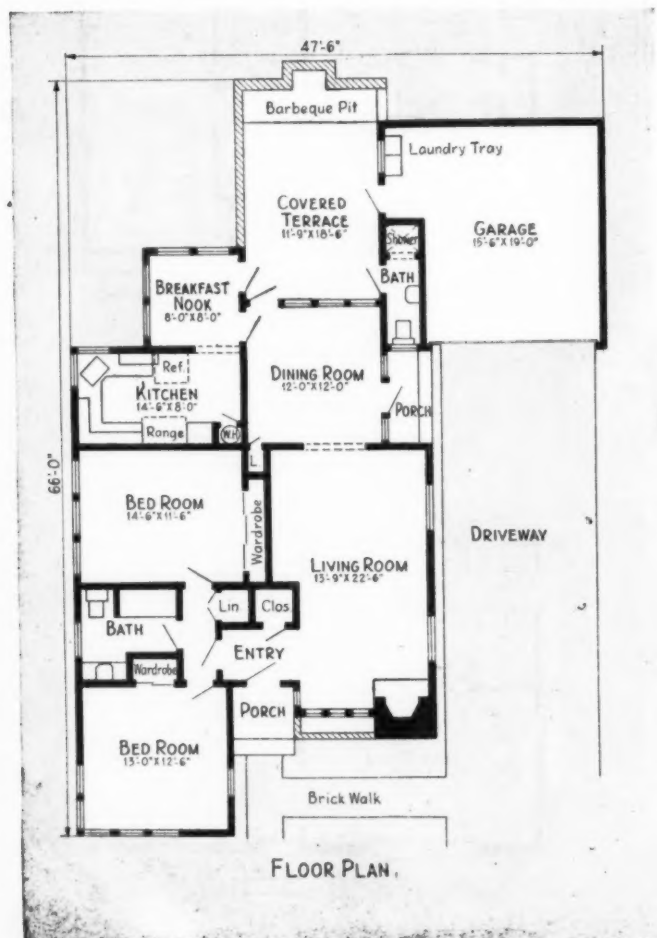


FIRST FLOOR PLAN



## California Homes With Modern Layout Ready

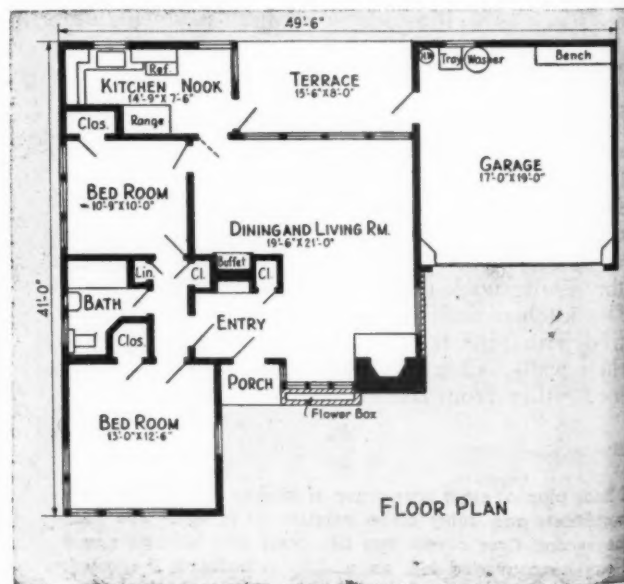
Larger home (below) and smaller (below, right) have same basic room layout. Features of larger house are separate living, dining rooms, breakfast nook, covered terrace and barbecue pit.



**J.** A. MANNING, president of Fig Garden Terrace in Fresno, Cal., is ready to leap into action when building restrictions are lifted. Soundly grounded in the home-building business, with a 45 year record of building more than 5000 homes acceptable to buyers, Manning's companies have built in every price field. He recently completed his last group of homes for war workers in and around Fresno.

The models shown on these pages were among the best sellers in Fig Garden Terrace prewar. Smartly designed, compact, modern in layout but not eccentric in style they will lead off Manning's postwar parade.

His opening program calls for 500 homes in the \$4000-\$6000 price range; 50 in the \$7000-\$10,000 bracket; and 25 in the \$10,000-\$25,000 price group.





**Fresno Builder Plans to Erect 575 Well-Planned Houses in Three Price Classes. Massive Chimney Treatment and Garage Doors Done in Modern Design Stamp These Popular Far West Homes, in All Price Ranges, with a Smart Appearance**

Smart lines are apparent in this front view of one of Manning's best sellers prewar, on which he expects to specialize when restrictions are lifted. Variations and additions in rear of house can be developed as shown in floor layouts on preceding page.

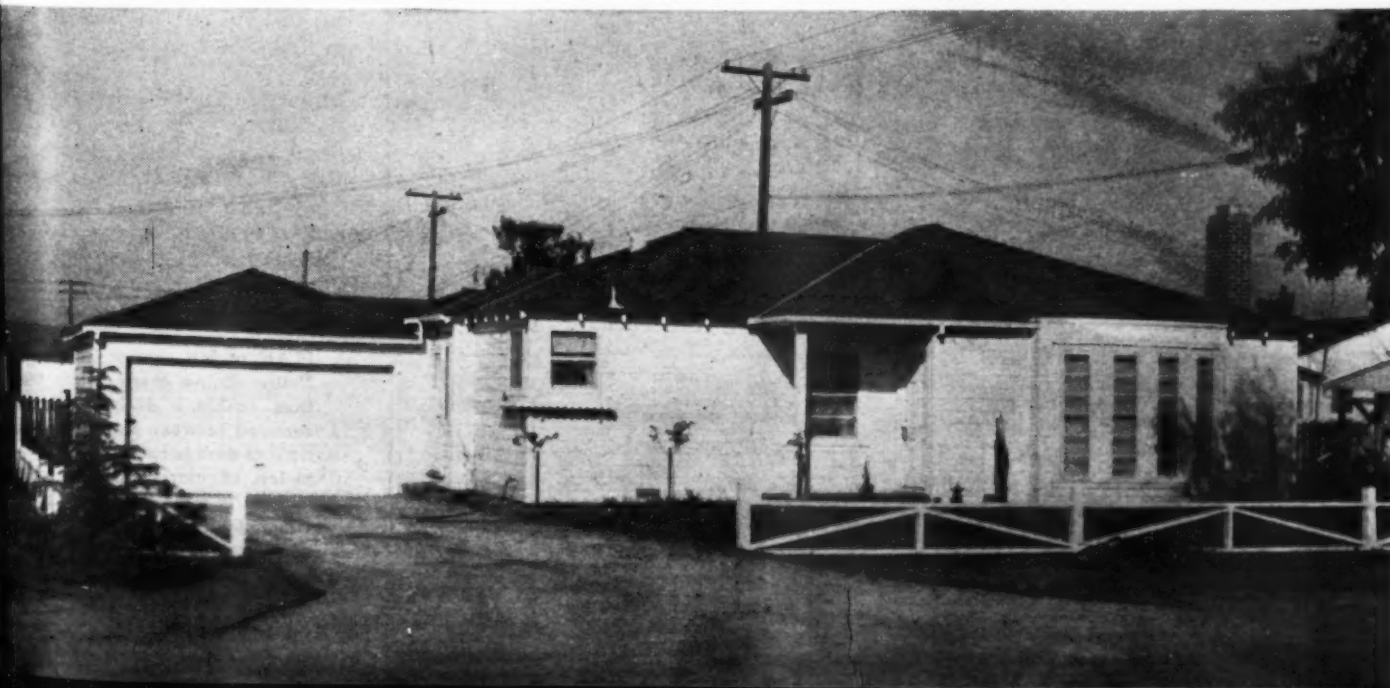
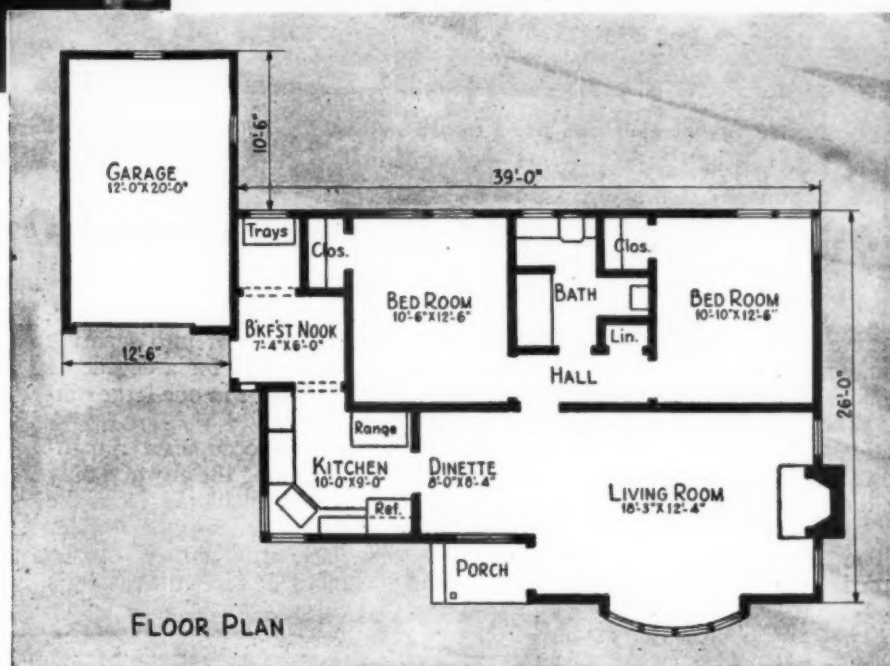
**you Ready to Go!"**

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s in the  
\$10,000  
group.

Compact, complete use of living space marks this popular seller among Manning's smaller homes (right and below). Front and corner windows make for light, cool, and expansible living areas.





Outside view of Alabama's cream colored stucco Candlelight Restaurant with huge parking area for in-the-car diners.

## Candlelight Drive-In Restaurant Open Year-Around

**T**HE Candlelight Restaurant, a drive-in restaurant of unusual design, was recently erected at a cost of \$40,000 in Montgomery, Ala. Earle G. Lutz, Jr., of that city was the architect and Greeson Manufacturing Company the builders. The building has all-year air conditioning.

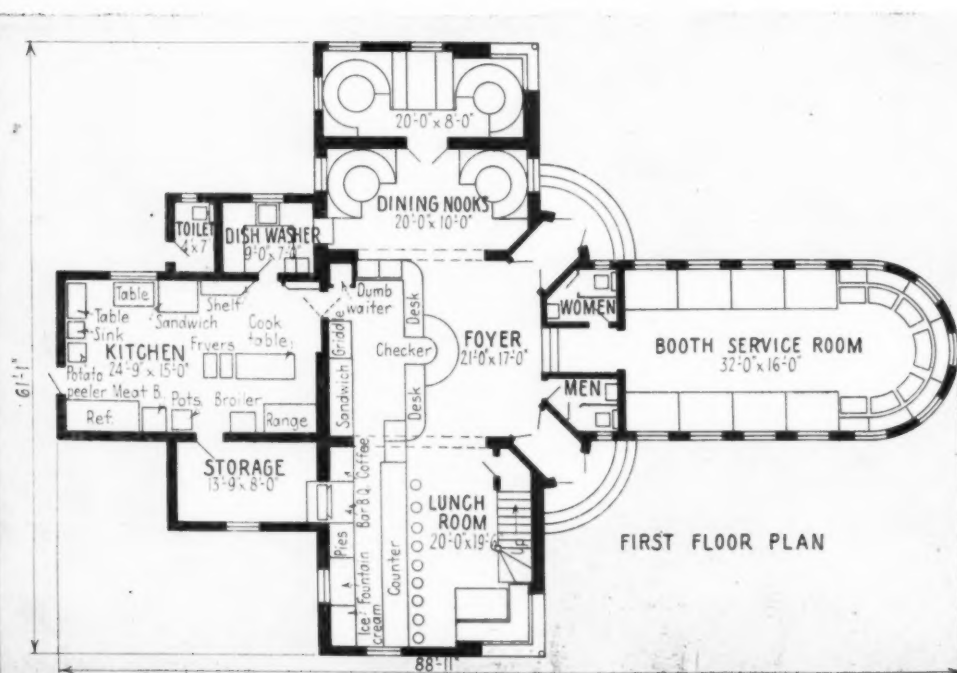
The structure is of steel-reinforced concrete construction and

stuccoed in cream color. The breaking up of the interior into separate dining spaces makes for a degree of privacy not possible in one large dining room.

The restaurant occupies a triangular plot overlooking the city and only about a half dozen blocks from the downtown section. As a person enters the place from either of two main entrances, he faces the cashier's

desk which has a large circular show case in front for display of wines and liquors.

To the left of the main entrance is counter service and the bar with its trim of gleaming chromium and glass, also a barbecue pit where guests may watch their chickens and meats cook, revolving on a spit. To the right of the main entrance is a wing of the building set aside for



**PLAN** at left shows first floor. Notice dining areas reach out from cashier's desk which is centered between entrances. At right of desk is counter and bar; at left, circular booths. Directly in front is main dining room in wing of building. Kitchen conveniently located back of desk.

**This two-story, all-year air conditioned restaurant features trend toward a more desired dining atmosphere.**

circular booths which are semi-private in nature. Just in front of the cashier's stand and leading down three steps between the two main entrances is another wing given over to the main downstairs dining room. It has both central aisle tables and booths. The upholstery in this room carries out a color scheme of blue and silver. Venetian blinds and indirect lighting give a soft effect.

The upstairs, reached by a stairway to the left of the main entrance, includes another modernistic dining room with wood paneled wainscot and furniture in natural wood colors. The upholstery is in soft rose leather blending with the cream and rose Venetian blinds and rose and gold banded metal indirect light fixtures. The tables in this room have black formica tops, rimmed with chromium.

Reaching out of the upstairs dining room is the open deck, with its red tile floor, equipped with metal tables and chairs. This dining deck, overlooking the city's lights, has proved the most popular dining place the restaurant affords, especially in the cool of the evening.

The open deck has proved so popular that plans are now being drawn for another second story deck which will be glass-enclosed for winter use. The addition will also include space for an enlargement of the kitchen which has proved too small to take care of the crush of business.

The kitchen, located on the first floor just back of the cashier's stand, has among other features a separate room for dish washing. Personnel of the kitchen includes a Chinese chef and a "chile" specialist. From here a dumb waiter leads to the second floor dining room.

The restaurant grounds provide parking space for more than 100 cars and car hops are on hand ready to serve in-the-car diners. However, most guests prefer to dine inside. The appeal is more to the people of the city than to tourists. They are drawn by the atmosphere of the place as well as the food specialties. In addition the restaurant operates motor bike delivery service, distributing its food specialties all over the city, especially for parties.

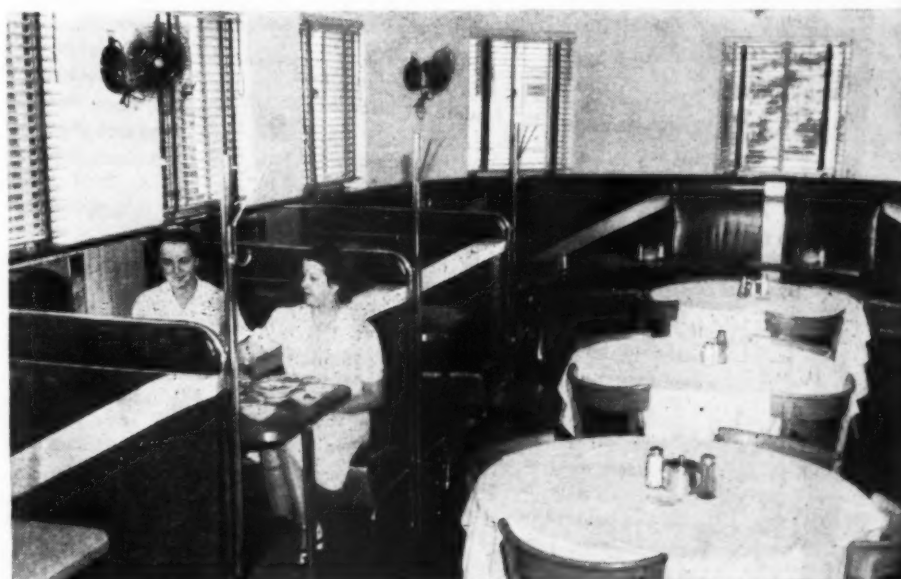
"Alabama's finest drive-in restaurant" is the manner in which the proprietors, Mr. and Mrs. C. C. Capanis, advertise the Candlelight. It lives up to its reputation too.



UPSTAIRS open deck dining area—red tile floor draws crowds; overlooks city's lights.



ABOVE: Second floor dining room with wood wainscot. Furniture in natural wood colors.



HERE'S downstairs dining room. Venetian blinds, indirect lighting give soft effect.



## American Builder JOB HELPS

Prepared by  
**Dave Smith**

Builders' short cuts, time savers and how-to-do it ideas for use in office or on the job. A continuing editorial feature appearing monthly. Sheets or notebooks are not for sale or available in any other form.

## HOW TO FIGURE ROOF AREAS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



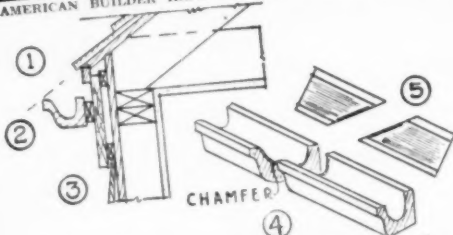
Using any standard carpenter's rule, stand about 50 feet away from the building and hold rule at eye level extended at arm's length away from the body. Raise part of rule at A to line with slope of roof, hold base of rule B parallel with lines of siding. With other hand measure height at C which will establish pitch. If you do not have two rules with you, take off height C with pencil or stick and transfer to rule for measurement.

Measure perimeter of house allowing for projection of gables. Multiply width by depth to establish square footage and multiply by following factors:

- $\frac{1}{4}$  pitch add to area on square 12%
- $\frac{1}{3}$  pitch add to area on square 20%
- $\frac{1}{2}$  pitch add to area on square 42%

## HOW TO INSTALL WOOD GUTTERS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



1. Note,  $\frac{3}{4}$ " blocking 24" centers at back of gutter
2. Set gutter not lower than the extended sheathing line

### DETERMINING GUTTER HEIGHT

3. This detail shows how to determine the proper height of gutter under ordinary conditions. For very steep pitches, the gutter should be set higher so that all the water rushing off the roof will be caught.

### SIMPLE MITERED SPLICE

4. The type of splice shown above is commonly used when a non-structural splice is needed. The miter cut gives a neat appearance and assures alignment of the sections. This joint should be carefully fitted on the ground and the sections set into place separately. Countersunk wood screws are excellent for fastening the sections together.
5. Plan View showing mitered ends.

## INSULATION FUEL SAVINGS

(United States Bureau of Standards for dwellings)

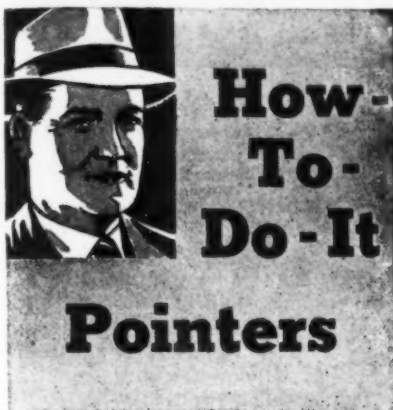
AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS

Approximate fuel savings expressed in per cent of fuel which would have been required for similar house without insulation or weather stripping:

No insulation, weather stripped	Saving
No insulation, weather stripped with storm sash	15-20%
$\frac{1}{2}$ -inch insulation, not weather stripped	25-30%
$\frac{1}{2}$ -inch insulation, weather stripped	20-30%
$\frac{1}{2}$ -inch insulation, with storm sash	about 40%
1-inch insulation, not weather stripped	about 50%
1-inch insulation, weather stripped	30-40%
1-inch insulation, with storm sash	about 50%
1-inch insulation, with storm sash	about 60%

Expressed in per cent of fuel which would have been required for similar house without insulation but with weather stripping:

With storm sash, no insulation	10-15%
$\frac{1}{2}$ " insulation only	25-35%
$\frac{1}{2}$ " insulation, with storm sash	40-45%
1-inch insulation only	35-45%
1-inch insulation, with storm sash	50-55%

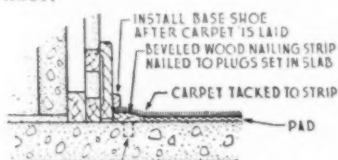


## How-To-Do-It Pointers

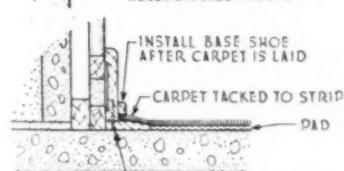
### How to Attach Over-all Carpeting to Concrete Subfloors

DURING the construction of the subfloor two methods are in use—(1) placing nailing plugs in concrete, (2) placing wood strips around border of room.

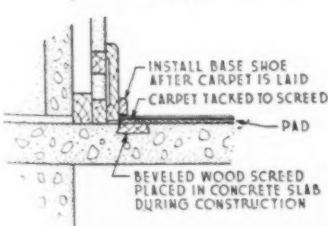
There are five methods of attaching over-all carpeting after the construction of the concrete subfloor: (1) Drill small holes around border of room at 18 to 24 inch centers and drive wooden plugs into holes to hold nailing strip. (2) Attach nailing strip to bottom of base plate before it is installed. (3) A plastic compound troweled along the edges of the room bonds to concrete slab and hardens sufficiently to hold carpet tacks. (4) Place stiff-backed carpeting on concrete subfloor without nailing. (5) Cement carpeting to heavy felt pad already cemented to the concrete floor.



WOOD PLUGS MAY BE SET IN SLAB DURING CONSTRUCTION OR MAY BE DRIVEN INTO HOLES DRILLED IN SLAB



BEVELED SIDING NAILED TO BOTTOM OF BASE ASSEMBLY THEN ATTACHED TO WALL



BEVELED WOOD SCREED PLACED IN CONCRETE SLAB DURING CONSTRUCTION

### How to Build an Outdoor Barbecue

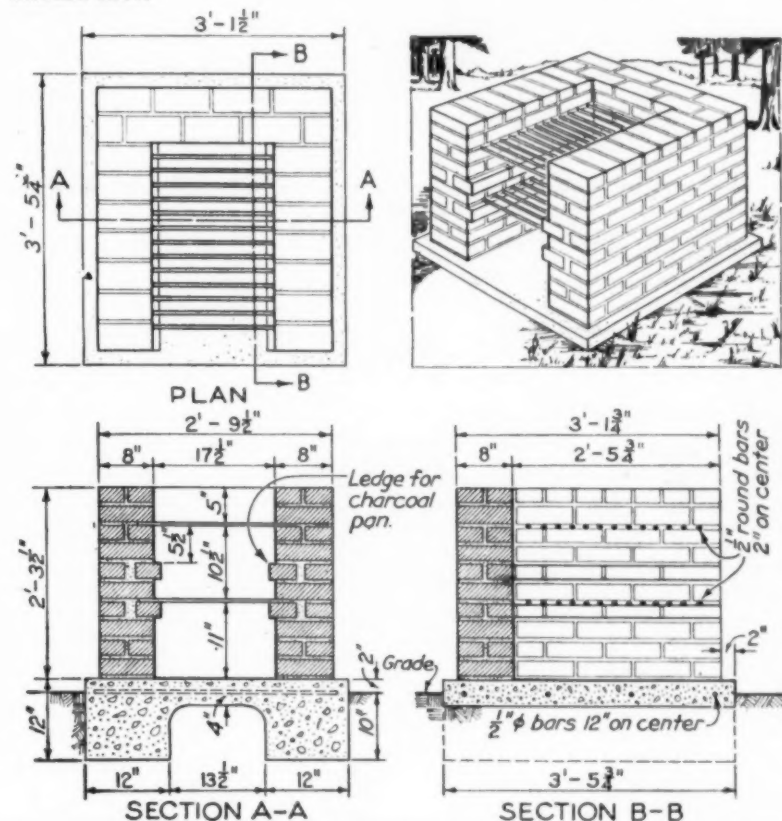
HERE are detailed plans for an inexpensive outdoor barbecue designed for family or neighborhood group. It requires no critical materials.

The concrete base measures 3 ft. 1½ in. by 3 ft. 5¾ in. If intended for the use of children, the brick side walls should extend 27½ in. above the base; if for adults, the side walls should be 35½ in. high.

The top of the wall, which is 8 in. wide, provides ample space for pots, pans, dishes, and other cooking utensils.

Either charcoal or wood may be used as fuel. Supports are provided for a removable charcoal grate, which is placed 5½ in. below the cooking grill. Both cooking grill and wood grate are made of ½ in. round steel bars set in the mortar.

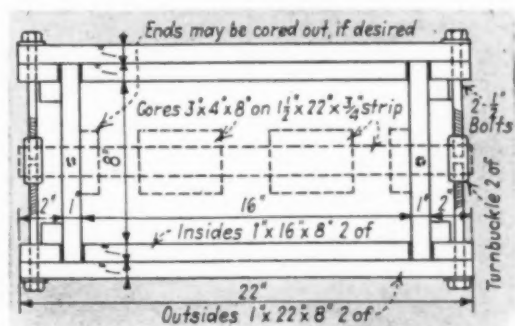
The barbecue is designed without a chimney. The open end, therefore, must be faced toward the prevailing breeze to get a good draft. The building site should be carefully selected, and the barbecue located at least 15 ft. away from trees and shrubs which may interfere with the draft. For convenience, the site should be as close as possible to the kitchen door.



### How to Make a Concrete Block Mold

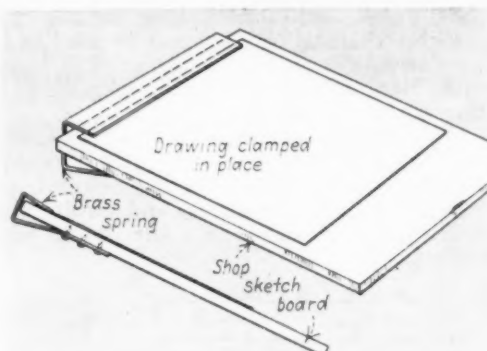
THIS simple mold may be constructed from scrap lumber. A piece 8 x 16 x 1 is centered in the length of an 8 x 22 x 1, for an 8 x 8 x 16 mold. End pieces 8 x 2 x 1 are fastened to these to leave spaces in which the real ends of the mold slide up and down. The latter are 8 x 10 x 1 with a pair of vertical cleats to stiffen them, and to act as guides when inserting and removing.

Across each end is a stout bolt with a turnbuckle. The mold is set up on any flat base, ends put in place, and turnbuckles tightened. The core consists of a pair of 3 x 4's eight in. long positioned on a 1½ x 22 x ¾ strip, held in place by dowel pins. The ends of the block may be cored out using 1-in. stock. A dozen molds require about one bag of cement.



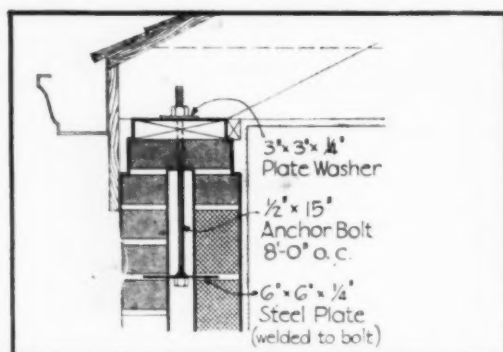
### How to Make a Spring Clip for Drawing Board

IF you use a small light drawing board for making shop sketches or for any kind of freehand drawing, you may find that adding one of these homemade spring brass clamps to clamp the paper in place increases its utility. Take a sheet of spring brass as wide as the sketching board or nearly so, and form a spring of this in modified U shape, so that when the longer leg of the U is fastened to the back of the board with screws, the tip of the shorter leg exerts downward pressure where it rests upon the board near its top. It is pried up with any convenient thin-bladed tool, the drawing paper inserted, and the spring allowed to snap down.



### How to Anchor Rafter Plate in Cavity Walls

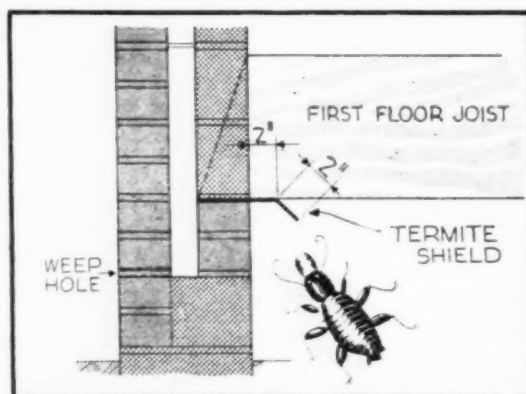
ROOFS can be most satisfactorily anchored to cavity walls as shown in the illustration. The wall cavity is completely closed with a header course of brick laid on edge, but no possible water passage is created, since the header course is completely protected from exposure to weather by the framework of the roof. The anchor plate is firmly embedded in



the mortar joint far enough from the top of the wall to permit the use of an anchor bolt at least 15" long. This type of roof anchorage not only results in more substantial construction, but maintains the efficiency of the cavity wall by completely sealing it at the top. Such walls provide dependable protection against all drainage caused by moisture.

### How to Install Termite Shields in Cavity Walls

ALTHOUGH termites cannot penetrate brick or tile walls, they can reach wooden joists through ingeniously built tunnels on the outside of walls. Hence termite shields should be installed as a precautionary measure. Such shields can easily and economically be installed as indicated in the sketch. To insure a long effective life, metal should be employed. Termites originally were thought to inhabit only the southern states, but investigation has shown that they exist as far north as the state of Minnesota. The use of termite shields, therefore, is a wise practice.



## Another of

### Sound Design and Careful Construction for Bay Windows

By R. J. Alexander

WHEREVER the architectural style of a house permits the use of bay windows, both designer and builder must proceed with caution. The type of bay window selected must fit into the design of the house without doing violence to tradition. Many an otherwise good piece of domestic architecture has been ruined by imposing upon it a bay window which was either out of all proportion, or which should never have been "added" to the house at all. Design and construction must be sound—the one for the sake of beauty, the other for the sake of maintenance—and both for the sake of owner satisfaction. Four much used types of bay windows are shown on the BETTER DETAIL PLATE—together with details of construction and installation.

In the upper right are the details of a bay window much favored by designers of modern Colonial houses, and roofed with either sheet copper or shingles. The choice of roofing materials permits slight variations in design, but the small cross sectional drawings deal with crucial details upon which depend the most satisfactory construction of this popular design. The use of casement windows requires slight modifications of design and construction. But like all other bay windows, success depends chiefly upon carefully worked out proportions.

The two variations of the oriel window at the lower right have been used widely in domestic architecture. They are smaller than the type previously described, but they require just as much care if their employment is to be successful. Since oriel windows are usually placed above the ground floor, much of their success depends upon adequate supporting brackets or corbels.

The semi-hexagonal oriel window is often employed in English or Norman cottages. Its romantic history, however, is dangerous to good design, for unless it is skilfully designed, well-placed, and adequately supported, it can cause a great deal of trouble.

In some modern interpretations of Colonial houses, a second story supported on brackets overhangs the first story and two cleverly worked in bays. In the upper left corner of the page are shown the details of construction which provides strength and beauty.



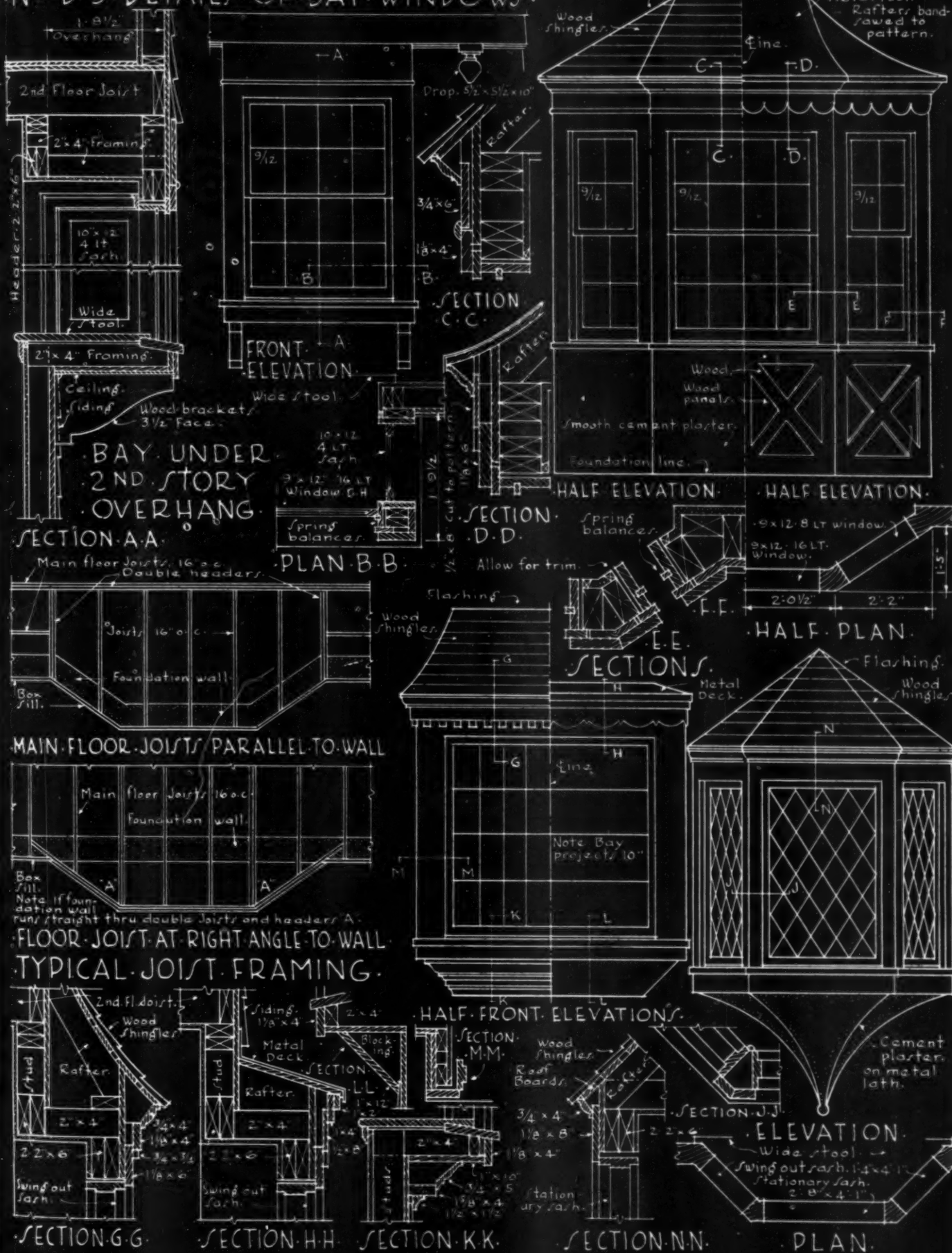
Flashing

Wood shingles

Metal roof

Rafters band-sawed to pattern

Gutter



## Survey Shows 10,000 Small Businessmen Want Same Economic and Political Reform

**E**XECUTIVES of 10,000 small businesses from all parts of the nation have very much the same opinions on economic, political, and business subjects, according to a survey by the deans of 52 state university schools of business, according to the University of Illinois News.

### SMALL BUSINESS WANTS:

**1. Income tax laws** changed to remove double taxation of corporation dividends and to allow building up reserves, and an even break by the same taxation of co-operatives as of private business.

**2. Technical information** from the government, but otherwise a "leave alone" policy to work out their own problems.

**3. A labor policy** allowing rewards to competent and industrious employees; reduction as quickly as possible of government reports and orders; and general freedom for business to compete and grow.

**Men of home builder class tell deans of 52 state universities what they need from the government to survive.**

These voluntary opinions were gathered by the National Conference of State University Schools of Business through personal letters. They were analyzed at the University of Illinois and were summarized by the national conference president, Prof. H. T. Scovill, acting dean, University of Illinois College of Commerce and Business Administration. Dean Scovill is quoted below:

"The double taxation of corporate dividends is recognized as one of the most critical unfairnesses of federal income taxation. Immediate abolishment of the double taxation is almost unanimously recommended.

"There is a widespread feeling also that the tax structure should lend more encouragement to the creation of reserves by business concerns, such re-

serves being helpful in reducing the number of business failures.

"As to special services which smaller business units might receive, the greatest need seems to be for technical information which might be available from governmental agencies or state university colleges of commerce.

"The labor problem is recognized as one of the most important now before business, and also as one of the most trying. Many businessmen commented on the pro-labor attitude of some of the governmental agencies as their principal grievance or irritation.

"Other grievances included the numerous reports required by the federal government, the autocratic actions of federal bureaus, the numerous changes in orders and directives of such bureaus, and the general attitude of government toward businessmen as cheats or crooks. They did not overlook in their criticisms the tendency of bureaus to perpetuate themselves even beyond the date when their services might end."

## Catalogs and HOW-TO-DO-IT INFORMATION

**150—PAINTED FLOOR UPKEEP MADE EASIER**—is discussed in a new illustrated six page booklet released by the building products division of L. Sonneborn Sons, Inc., New York. Titled "Cemcoat Filler and Dustproof—The Modern Way to Protect and Decorate Cement Floors," the brochure introduces a planned system for the painting of cement floors designed to assist maintenance men and superintendents in commercial, industrial and many other types of buildings in attaining not only better floor painting results but an attractive, uniformly pleasing appearance with easier maintenance.

**151—TOOLS FOR THE CRAFTSMAN**—is the keynote of the catalog recently issued by Greenlee Tool Co., Rockford. Very well illustrated, the entire Greenlee hand tool line is briefly described throughout the catalog. The identification numbers, stock information and packaging data for all items is given, as well as prices and weights in dozen lots.

**152—NEW PREFABRICATED DOOR UNIT**—is the subject of a new catalog issued by Roddis Lumber & Veneer Co., Marshfield, Wis. This door unit—a complete opening, accurately manufactured to size, including the door, jambs, stops and casings, is put together with the hardware applied, and finished according to specifications. The unit is assembled with door hung in place and shipped, ready for immediate installation. Catalog includes specifications for ordering unit.

**153—COMFORT COOLING**—by the installation of an attic fan is covered in a catalog page released by The Shreveport Engineering Co., Shreveport, La. This fan may be installed in either new or old homes without costly alterations, accord-

ing to the manufacturer. The release illustrates two of the deluxe models, giving specifications of each model manufactured, and also description and prices of these fans. Also included in the price list are the giant industrial fans.

**154—PARADE OF KITCHEN PROGRESS**—from 1890 to the present is very well illustrated in a colored booklet now released by The I-XL Furniture Co., Inc., Goshen, Indiana. In this booklet past accomplishments, today's action and tomorrow's planning are reviewed. Views of the plant and office operations are shown, with an over-all view of the plant itself.

**155—STORE FRONTS**—as "Machines for Selling" are featured in a new booklet by The Kawneer Company, Niles, Michigan. This 16-page, fully illustrated, booklet explains a new concept of store fronts as retail advertising. Suggested store fronts for individual requirements are given, with a variety of applications for each store.

### SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department,  
American Builder,  
105 W. Adams St., Chicago 3, Ill.

(August, 1945)

Please send me additional information on the following product items, or the catalogs, listed in this department:

Numbers.....

Name.....

Street.....

City.....

State.....

OCCUPATION\*

\*Please note that occupation must be stated if full service is to be given

# Look AT all the Improvements and You will look FOR Ro-Way

## OVERHEAD TYPE DOORS

**Improved Track Design**  
Makes rollers ride away from the track side wall.  
Reduces friction... provides extra clearance... easier operation... gives greater strength and rigidity.

**Improved Roller Construction**  
All Rollers have double-thick wearing tread and 7 ball bearings to each roller.

**Improved Power Springs**  
Individually "Tailor Made" for each Ro-Way Door... "Power-metered" to the weight of door.

**Improved Outer Bearing Support**  
"Crew's Foot" Design. Holds sheave wheel in permanent alignment... no twist... no sag to cause friction.

**Improved Finish on Hardware**  
All Ro-Way Door hardware is made rust-proof by Parkerizing and Painting after it is fabricated. Avoids rust streaks that mar appearance of painted door in use.

...  
**Write for complete new Catalog of Ro-Way Overhead Type Doors. See our Catalog in Sweet's.**  
...

**ROWE MANUFACTURING COMPANY**  
**791 HOLTON STREET**  
**GALESBURG, ILLINOIS, U. S. A.**

*There's a Ro-Way for every Door way!*



## AVAILABLE DELIVERIES

Ro-Way Overhead Type Doors are now available for Industrial Buildings, Commercial Buildings, Government Buildings and Agricultural Buildings. You will be pleased with the Rowe policy of making only promises of delivery which can be kept.



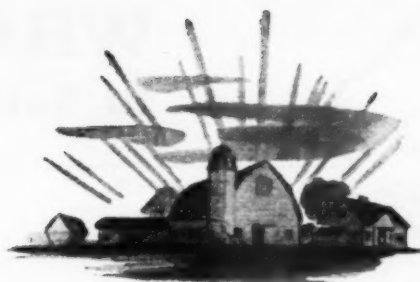


# LUMBER...

for tomorrow's

*New Homes  
New Churches  
New Barns!*

**It will be ready when war  
needs are satisfied**



As everyone knows, war needs are consuming the bulk of the nation's lumber production—but we occasionally hear it stated that in meeting extremely heavy war demands, the lumber industry is dipping deeply into its timber reserves. This is not true to the point where future lumber supplies are seriously threatened.

Actually, the nation's reserves of standing timber of saw log size are vast. There is an abundance of mature trees, ripe for harvest and ready to serve America's normal building needs for many years.

Also growing in great profusion are young trees, which will usefully serve the building needs of the next generation—and succeeding generations.

Timber is a Crop. Trees grow. They are our only renewable natural resource.

Through modern forestry management, through planned logging programs, through improved control of fire, of insects, of fungus growths and disease, we are approaching the time when timber growth will equal or surpass timber harvests.

Therefore, you can confidently look forward to having lumber of the highest quality for tomorrow's new homes, churches, farm buildings, and commercial structures. You can count on lumber to continue in its role as America's best and most economical building material.

**WEYERHAEUSER SALES COMPANY**  
SAINT PAUL 1, MINNESOTA

WEYERHAEUSER 4-SQUARE LUMBER AND SERVICES



## WHAT'S NEW In Building Products

### FOLDING STAIRWAY

AB8501

A new folding stairway now being manufactured by The Marschke Co., 551 University Ave., St. Paul, Minn., is the Sto-A-Way. For use where there is a need for stairs, but not enough room for built-in stairway, this is a very handy

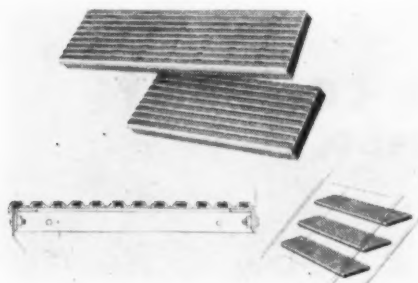


item. The catch is easily opened and the steps come down into position. Marco Sto-A-Way steps are easy to climb, as the hooks hold the steps to the desired pitch and there is no mechanism to get out of order.

### ALL STEEL STAIR TREADS

AB8502

An all steel safe groove tread and stair step that is suitable for the construction of steel stairs of the open riser or steel riser type, has been developed



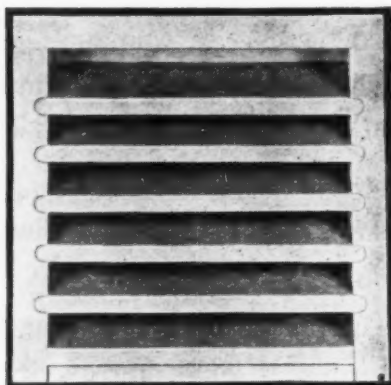
by Wooster Products, Inc., Wooster, Ohio. This tread is bolted or welded to the steel stringers which makes it unnecessary on many jobs to construct steel

sheet pan type stairs with the disadvantage of a dead load of concrete. The safety grooves are interlaced with slots which permits ready drainage, thus keeping the treads free of clogged materials, and making them practically self-cleaning.

### NEW VENTILATING LOUVER

AB8503

A new all metal louver, called the "Airway," is offered by the Firecraft Corp., 3319 S. Wallace St., Chicago 16, Ill. Designed to be mounted in the wall of attics or roofs, adequate air circulation is provided for the protection



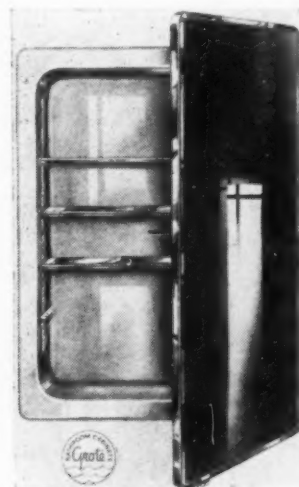
of insulation against mold and deterioration, as well as providing ample space ventilation. This louver is available in six sizes, as well as in hooded type for roof installation.

### BATHROOM CABINETS

AB8504

Now entering the bathroom cabinet field, The Grote Mfg. Co. Inc., Bellevue, Ky., has a complete line of cabinets of all sizes and types. Most of the cabinet bodies are of drawn, one-piece steel

construction, with rounded easy-to-clean corners, and finished in either vitreous porcelain or baked enamel. Mirrors are available in various grades of glass and can be furnished plain, or with a one-piece stainless steel or chromium plated



frame. Both recessed and wall surface types, as well as electrically lighted cabinets are included in this line.

### IMPROVED CONCRETE MIXER

AB8505

A new "Auto-Loader" mixer, with measuring hopper which automatically shakes its charge into the drum when the gate is opened, is announced by The Jaeger Machine Co., Columbus, Ohio. The hopper, with its low front and high back, has the same capacity as the mixer drum, thus serving to measure the batch. Drum tracks of machined high carbon steel of the type also used on largest mixers, and interchangeable steel or pneumatic tired wheels using the same Timken bearing hubs, are also standard features.

### CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

American Builder, 105 W. Adams St., Chicago 3, Ill.

NAME..... ADDRESS.....

CITY..... State.....

AB8501      AB8502      AB8503      AB8504      AB8505

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# The Ugly Duckling Room Gets a Beauty Treatment



UTY LIKE THIS IN THE BASEMENT IS  
SIBLE WITH STEEL JOIST CONSTRUCTION

## CECO STEEL JOISTS BRING LIVINGROOM LOVELINESS TO THE BASEMENT

Now both beauty and efficiency are possible in modern homes because of steel joist construction. Yes, there's new beauty . . . new efficiency ahead, even for basements. That's because steel joists eliminate unsightly supports . . . provide unobstructed floor areas . . . permit neat, trim ceilings.

### Bigger buildings point the way!

Ceco drew from its wide experience in the light occupancy building field to bring steel joist construction to home building. For in bigger buildings where both permanence and beauty are desired, builders everywhere turn to Ceco steel joists for flexibility in design, rigid sturdy floors and greater safety too.

#### Why builders prefer CECO Steel Joists

1. Easy to install—no special skill or equipment required.
2. Eliminate fitting electrical fixtures to chopped-up ceiling areas.
3. Provide convenient tunnel system for pipes and conduits.
4. Provide cooler floors in summer—warmer floors in winter.
5. Eliminate sagging partitions and squeaky floors.
6. Eliminate dry rot and termites.
7. Cut insurance costs by reducing fire hazards.

Ceco offices in principal cities maintain staffs of construction engineers to serve you. Write Ceco today for information regarding: (1) Ceco open web steel joists, (2) Ceco long span joists, (3) Ceco nailer joists.

#### CECO STEEL PRODUCTS CORPORATION

MANUFACTURING DIVISION  
5701 WEST 26TH STREET, CHICAGO, ILLINOIS  
Concrete Engineering Division,  
Sheet Steel & Wire Division, Highway Products Division

of construction is made possible by Ceco steel joists. No  
ded in placing them. They are easily moved into position  
p spaced. After bridging, floor and ceiling are installed.

ENGINEERING

MAKES THE BIG DIFFERENCE IN

CECO

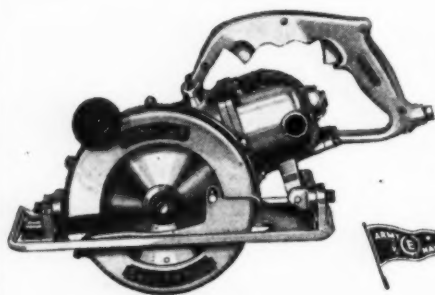
CONSTRUCTION PRODUCTS



## This STANLEY helper is no "apprentice"

Stanley Safety Saws need no initiation or apprenticeship. They have the requirements of every job built into them! You'll discover this the first moment you team up with a Stanley Saw. It is aluminum-light and nicely balanced, yet rugged and packed with power. Easy adjustment for depth of cut and bevel angles. Its swinging guard and automatic switch are constant safety features.

Stanley Safety Saws are made in sizes to cut  $2\frac{1}{2}$ "- $2\frac{3}{4}$ " and up to  $3\frac{1}{4}$ ". May be equipped with all standard blades or special blades for stone and tile cutting. Write for folder. Stanley Electric Tools, Division of The Stanley Works, New Britain, Connecticut.



Stanley W8 Safety Saw with cutting capacity up to  $2\frac{3}{4}$ " is a rugged, powerful and practical tool for carpenters and builders. Its Duplex Handle, exclusively Stanley, permits easy operation in any position.

**STANLEY**

**STANLEY SAFETY SAWS**

### Cortright

(Continued from page 73)

These and many other items must be put into production and normal channels of distribution filled before construction in satisfactory volume can start.

**Some conception of the problems involved** in most of these industries may be gained from examination of a typical item—gypsum lath. Military construction, as well as the H-1, H-2 and H-3 programs, is almost at a complete standstill in some parts of the country because of the inability or unwillingness of the industry to manufacture this product. The industry was frozen in 1942 with an approximate differential of \$9 between gypsum lath and gypsum board. As a result, manufacturers have a substantial profit on board whereas lath is produced at a severe loss. OPA states that they have been unable to grant an increase on lath because some manufacturers have been slow to submit their cost figures. We can now report that recent developments will probably result in approval of an increase by OPA. It is not as simple as this, however, as the War Manpower Commission must grant priorities for labor through USES, and the War Labor Board must grant wage increases to induce labor to work in some of the plants. Beyond the fact that the cost of paper has doubled, and transportation costs for long distance shipping are up, there is the serious problem of securing bottoms not taken by the War Shipping Board for the shipment of rock. In other words no less than five government agencies must coordinate in giving relief to this industry before there will be a satisfactory supply of lath.

**The production of high grade products** which give a better margin of profit than low grade products most in demand at this time is a condition giving the Office of War Mobilization and Reconversion great concern. With OPA and WPB they are seeking methods of reversing the situation. The production of hardware, for example, was recently open-ended. Almost immediately it became apparent that only luxury items were being put into production so that government is now applying new controls to force manufacturers to produce builders' hardware. As the result of both wage and price controls common brick, soil pipe and radiation require relief primarily in the matter of labor. Workers are unwilling to return to this type of heavy work without considerable increased wages. Even with government assistance such transition problems are severe and recovery will be slow.

**Beyond the problems above described** is that of dealing with the Army-Navy forces in government. Many authoritative sources report that Army demands are oftentimes considerably in excess of the actual need. If the leaders

(Continued to page 114)

"Slick bathroom! . . . let's snitch a few ideas!"

"Pretty swank . . . that business of having two wash bowls. And darn practical, too . . . with our houseful of kids. The long wall in our bathroom would take 'em nicely!"



FOR TOMORROW - BUY MORE WAR BONDS TODAY

FREE BOOKLET—"Planning your Bathrooms and Powder Room." Write for yours today!



"That safety bottom bathtub with shower would be swell in the bathroom we're planning. I'd put my dressing table across from the lavatory and build closets on each side of the door as you come in. And that Briggs Beautyware in blue is a happy thought for the pink and blue color scheme I have in mind!"

"My problem is to modernize an old bathroom. And I can't think of a quicker, slicker way to do it than with Briggs Beautyware! It's so smartly styled and is so easy to keep clean . . . bet you I'd never be ashamed of my bathroom again!"



**BRIGGS** Beautyware

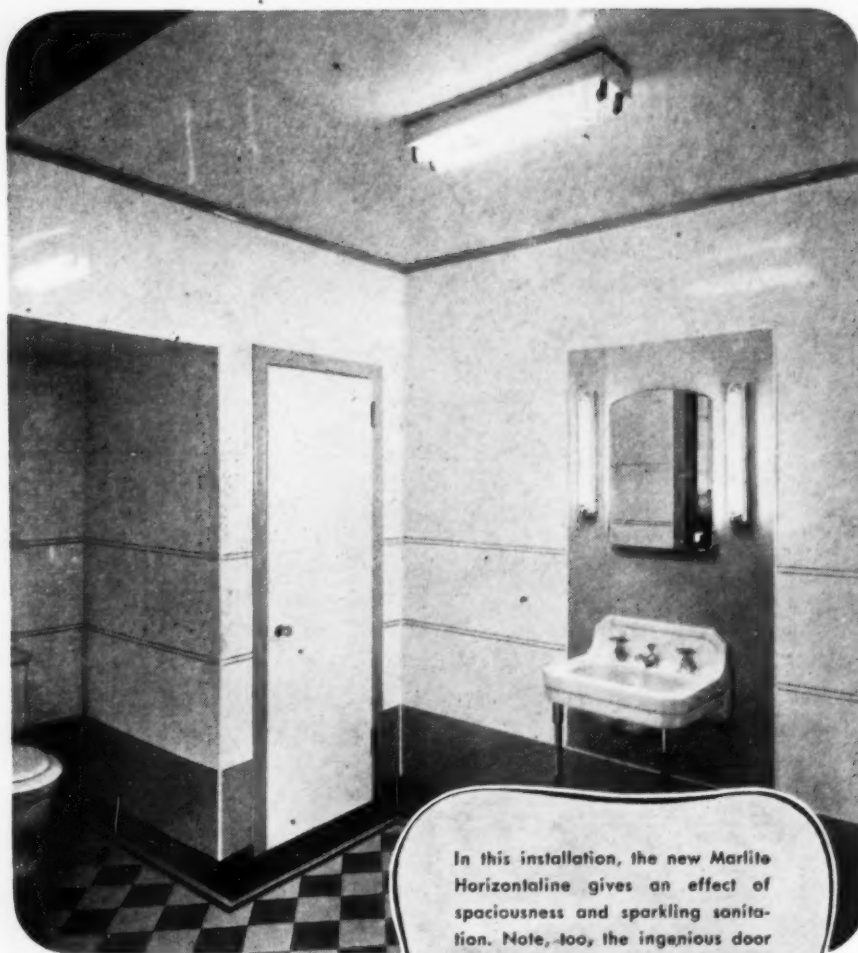
BRIGGS MANUFACTURING COMPANY, PLUMBING WARE DIVISION, DETROIT 11, MICHIGAN

Copy, 1946

Whether you're planning a bathroom for a new home or modernizing an old bathroom . . . Briggs is working hand-in-hand with you! Our designers have done wonders with those formed metal plumbing fixtures you already like so much. When you see them again, they'll be the last word in style and convenience . . . and, as always, built to last!

This advertisement, in full color, appears in:  
Better Homes & Gardens, August American Home, August





In this installation, the new Marlite Horizontaline gives an effect of spaciousness and sparkling sanitation. Note, too, the ingenious door treatment. This is another fine example of the smart and highly practical interiors achieved with new Marlite colors and patterns.

PLASTIC - FINISHED

**Marlite**

## Quality Paneling for Every Budget

Marlite wall and ceiling paneling is engineered to reduce the *initial*, as well as the *long range* "cost to consumer." That's why so many progressive dealers can tell prospective builders in every field that

- • • Marlite's pioneer high-heat-bake finish reduces maintenance time and costs.
- • • Marlite eliminates costly, business-interrupting redecorating.
- • • Marlite large, wall-size panels and factory-finished, matching mouldings lower the installation costs.

In addition, the wide variety of colors and patterns (and unusual flexibility) mean that builders, contractors and architects need consider only **ONE** wall and ceiling finish **FOR THE ENTIRE JOB . . . LARGE OR SMALL!** So, keep telling **YOUR** customers about all the Marlite advantages . . . you'll find it's a good way to insure your share of tomorrow's building business.

### NOTE ON DELIVERY:

Although normally available from 27 warehouses, heavy high-priority demand and unusual shipping conditions place some restrictions on regular delivery of Marlite. But, just as rapidly as the priority situation clears, dealers will see a return to Marsh's regular prompt service.



**Marlite**  
REG. U.S. PAT. OFF.

**MARSH WALL PRODUCTS, Inc.**

83 MAIN STREET, DOVER, OHIO

*daily-bulk*

PLASTIC-FINISHED WALL PANELS • FOR CREATING BEAUTIFUL INTERIORS

(Continued from page 112)

ship of the Inter-Agency Committee is strong enough to question certain of these demands for such materials as lumber, it may disclose such over-estimations. WPB Lumber Chief Phil Boyce has just returned from the International Lumber Conference in England. His reports indicate that the outlook for lumber in Germany and France is better than had been expected. The general tone of his statement indicates that a considerably smaller amount of lumber must be shipped from this country to Europe than had been anticipated. We can also report that recent interviews with the Foreign Economic Administration indicate that they will not ask for large allocations for use in Europe.

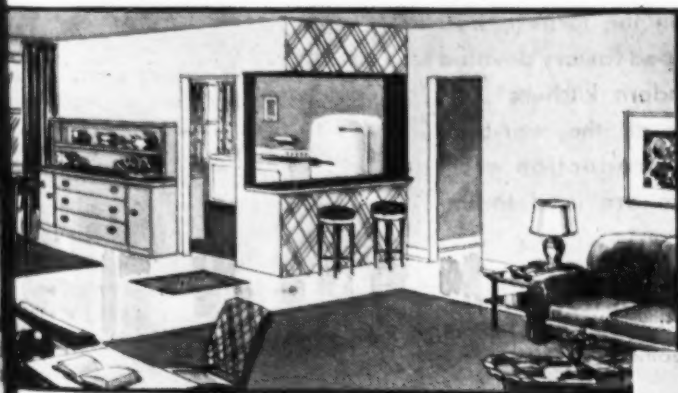
**Judge Vinson expresses concern** at the lack of organization within the industry. Although stating that the lumber situation is responsible for construction lagging behind other industries in securing relaxation of controls, the Judge is equally concerned with the fact that the vast industry is so loosely organized. He deplores the fact that it has no representation "like that of the automobile industry, which can sit down and work out its problems with the government." With this sentiment there can be no disagreement. Although the individual segments of the industry are well organized and do their respective jobs, all efforts to achieve a horizontal organization have failed. The comparison of sixteen automobile manufacturers has permitted a united front since the outset of the war. Their first accomplishment was to convince the public that the early postwar automobile would be much like the prewar automobile. Now their liaison contact with the War Production Board has secured the most advantageous position in the conversion period. Only when manufacturers, distributors, finance, labor and builders join together to present a similar industry front will construction secure those advantages to which it is entitled.

**Can the goal of 400,000 units** in the next twelve months be reached? The answer to this lies largely in the early solution of the problems above referred to. It is apparent, however, that even if these are satisfactorily solved, the continuance of current controls, regulations and programming by OPB, FHA, WPB and NHA will strangle construction. Only 61,500 private financed houses are now under construction, the majority of which are H-2 houses. Builders have priorities for 70,000 more, but new starts are estimated at less than 2,000 weekly. Reports from all parts of the country indicate that builders are being forced to seek outside financing since FHA is not recognizing increased land and construction costs. NHA's hope that 75,000 H-2 houses will be started in the third quarter is mere wishful thinking as matters now stand. Although 19,000 units were started in the first quarter and possibly 50,000 the second, the great bulk of these were H-1 units and 12,900 public war housing.

# How New Coleman Floor Furnaces Will HELP YOU SELL MORE HOMES



**How This Plan** can be adapted for economical area heating, using two Coleman Floor Furnace units. This design won first prize for Todd Tibbals and Associates of Columbus, Ohio, in a contest conducted by the National Association of Home Builders, and was featured in American Builder.



**Builders Find The Coleman Automatic Floor Furnace** specially well adapted to virtually every type of home in the great "under \$10,000" mass market. Experience of builders and contractors proves it sells homes faster. It's a space saver, too, for it sits in the floor itself, as shown above. No basement required!

Write for descriptive catalogs of gas, oil, or butane models with specifications and advantages to builders. The Coleman Company, Inc., Dept. AB-545, Wichita 1, Kansas.

**Homes Equipped With Coleman Floor Furnaces** are more acceptable to home buyers—easier sold. Buyers want the luxury of warm floors which Coleman gives them. Coleman is designed for healthful living—performs miracles of comfort—engineered to meet the demands of millions for low-cost, automatic heat for postwar homes. Easy to install; low in cost. And—they've been pre-sold to 20 million families through Coleman's dynamic "Warm-Floors" promotion. They'll be a strong selling point for your houses!



## Special Features In Coleman "Move The Heat"

1. Patented streamlined bottom (exclusive with Coleman) speeds up warm air flow 35%!
2. 80% open register—permits free flow of heat!
3. Big heat radiator gets most heat out of fuel! Keeps warm air in circulation!
4. Pulls cold air off the floor—keeps floors warm!



**Exterior View of Floor Plan** shown above. Low-equipment cost, plus automatic ease and cleanliness, will fill the needs of thousands who will demand automatic heat when building gets under way.

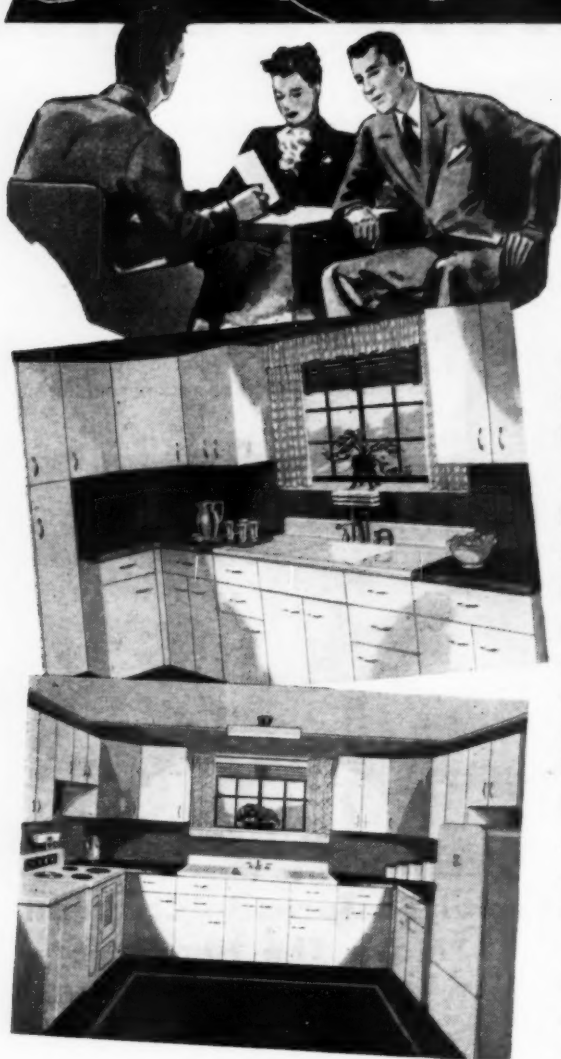
**AUTOMATIC**

**Coleman**

**FLOOR FURNACES**

THE COLEMAN COMPANY, INC. • Wichita 1 • Chicago 11 • Philadelphia 8 • Los Angeles 54 • Toronto, Canada

## How to win new boosters with only one pencil stroke:



**O**NE of the easiest ways for you to make new boosters is to specify **AMERICAN KITCHENS**, because recent surveys show that these kitchens are what the majority of Americans want to own.

**AMERICAN KITCHENS** have the extra advantage of costing but little more than a good refrigerator! And this manufacturer is able to turn out "the highest quality at the lowest price" because: **AMERICAN KITCHENS** are made by experienced craftsmen . . . in the largest, best equipped factory devoted to modern kitchens . . . where all the war-born mass-production efficiencies are used to the utmost.

**EASY TO SPECIFY:** No revisions, and installed without extra work by you.

**FIT ANY KITCHEN** of any size or shape, new or old.

**TRULY MODERN DESIGN**, born of a nationwide survey of home-builders' wants.

**STURDY CONSTRUCTION** of life-time steel. Acid-resistant sinks. DuPont DuLux-coated cabinets.

**WORK-SAVING FEATURES** built into step-saving arrangements make clients your solid boosters when you specify such **AMERICAN KITCHENS** as pictured here.

**ALL INQUIRIES GLADLY ANSWERED BY EXPERTS**

**The Product of Twelve Years' Research—**

*American*  
**KITCHENS**

—from "The Birthplace of Scientific Kitchens"

**AMERICAN CENTRAL MANUFACTURING CORPORATION, CONNERSVILLE, INDIANA**

## War on House Rackets—

(Continued from page 72)

streets, water, electricity, sewer, gas and other public improvements will be installed, where they are not already in; and definite understandings as to additional cost, if any therefor, arrived at. A purchaser of a lot where utilities are existent at the edge of the tract may be "stuck" with the entire cost of carrying them to his site or waiting till all other lots in the block are sold and buyers are ready to act together, the group warned.

### Lot Size Important

Where wells and septic tanks are to be installed, the association reminded would-be purchasers it should be remembered that a minimum of 10,000 square foot area is required, and septic tanks alone can not be used on lots of less than 7500 square feet.

Finally, the association warned against unscrupulous promoters who make alluring promises of quick starts in construction of homes; of "dealers" showing their own models houses they have not built; and of those who promise to build houses of a size and nature forbidden by current wartime restrictions or permanent city codes.

\* \* \*

## New York Builders Meet—

(Continued from page 78)

are going to want in a home postwar and what builders are going to be able to provide. Joseph B. Mason, building editor of *Good Housekeeping*, and Edward G. Gavin, *American Builder's* editor, were in agreement—the buyers couldn't expect miracles, and that sensible builders weren't going to try to provide them. Better lay out, more storage space, more light and air—and no miracle homes or equipment at low prices—are on the buying agenda of prospective home owners and the selling agenda of the builders. Henry Obermeyer, of Consolidated Edison, third member of this panel, reminded builders that a boom market was coming, but that continuance of a steady market thereafter depended on the quality of work done by builders in the early days. He called for support of the "completed home plan," under which equipment would be included in a financed under one mortgage.

Success of the record one-day session should be credited, according to James Graham, Conference Chairman and Long Island Builder, every member who pitched in and helped. But *American Builder's* reporter, who was close to the conference since it was first proposed, salutes Graham and his committee: Walter J. Harring, E. M. Spiegel, Stanley Carlson and Willard Clay of New Jersey; Ira Berne, of Long Island, and John Warner, of Connecticut, for a mammoth job.

## FEATURES

- Made of A
- Pleasing li
- Fire resista
- Convenient (Three th
- Low cost
- Rat and ter
- Easy to cut
- Fastens wit
- Practically
- Prompt del



# ASBESTOS IN ACTION

**K&M**  
Century  
**APAC** . . .



**for sound construction and speedy application**



## FEATURES OF "Century" APAC

- Made of Asbestos Fibre and Portland Cement
- Pleasing light gray color
- Fire resistant and durable
- Convenient size—4' x 8'.  
(Three thicknesses— $\frac{3}{8}$ ",  $\frac{1}{4}$ " and  $\frac{3}{16}$ ")
- Low cost
- Rat and termite proof
- Easy to cut, handle and apply
- Fastens with nails or screws
- Practically no maintenance required
- Prompt delivery

• Now that WPB restrictions are easing, there are more opportunities than ever for using K&M "Century" APAC, the all-purpose asbestos-cement sheet material . . . ideal for repairs, improvements and new construction . . . and available! It is easily handled by inexperienced labor. It is cut on the job and goes up easily with nails or screws.

Many contractors and builders have used tremendous amounts in wartime construction . . . have tested it under the toughest conditions . . . have proved its performance. Now they are using K&M "Century" APAC with equal advantage in new jobs for homes, factories and farms.

Some like the extra time-saving quality of K&M "Century" Pre-Drilled APAC, which comes with holes already drilled, and costs only a little more than standard APAC.

Nature made Asbestos . . . Keasbey & Mattison has been making it serve mankind since 1873. Your K&M dealer has a supply of "Century" APAC ready for you.

**KEASBEY & MATTISON**  
**COMPANY • AMBLER • PENNSYLVANIA**

Original manufacturers of Asbestos-cement Roofing and Siding Shingles in this country.

**For RAPID-FIRE GLAZING**




**Red Devil  
AUTOMATIC DIAMOND  
POINT DRIVER**

Speed up your glazing of sash and frames and mirrors. Use only one hand. Automatically drives DIAMOND POINTS at machine-gun speed into hardest wood. 100% efficient from any angle. Points can't drop out. Holds a clip of 100 Diamond Points.

Diamond Points are made in 1/8" and in 1/2" lengths. 100 to the stick. Will not corrode. Will not bend.

**RED DEVIL TOOLS.**  
Irvington 11, N. J., U. S. A.

GLASS CUTTERS • GLAZIERS POINTS • GLASS PLIERS  
PUTTY KNIVES • WOOD SCRAPERS • PAINT CONDITIONERS  
FLOOR SANDING MACHINES • ELECTRIC FENCES



**Clark**  
PORTABLE  
ELECTRIC TOOLS

JAS. CLARK, JR. ELECTRIC COMPANY  
626 Bergman St., Louisville 3, Ky.

## Material Supply to Improve

(Continued from page 73)

Production Board said, "Steel situation at the moment seems to be improving so that civilian items may find room in the third quarter rolling schedules. However, the fabrication and distribution of end products will add weeks or months before the finished items will be available. While it has been possible to relax somewhat the provisions of L-41 to permit more construction, most construction must still be deferred until a freer flow of products is established and the manpower, supply, transportation facilities and distribution details are in shape to handle any increased demands for building materials.

"Lumber is still critically short; cast iron pipe is in extremely tight supply; manufactured boards are available with some delays; concrete and clay products are short in a number of localities, but generally in better supply than most other building materials."

The detailed report follows:

**CAST IRON PRESSURE PIPE**—No improvement in production. A slight decrease in unfilled orders, but situation is still tight.

**CAST IRON SOIL PIPE**—Conditions show no betterment. Orders are very heavy and rapidly increasing, without improvement in production, and no relief is in sight.

**PORTLAND CEMENT** — Supply adequate.

**CONCRETE PRODUCTS** — Building blocks and pipe are both in good production and stock.

**INSULATION BOARD**—Subject to delivery delays. Supply situation fair, but not improving.

**HARDBOARD**—Is in tight condition with no relief in sight.

**LAMINATED FIBER BOARD**—Essential requirements are being met; civilian construction and maintenance and repair orders subject to delay.

**GYPSON BOARD**—Except on West Coast, supply is adequate for military and essential civilian demands. Early placement of orders is advisable.

**ASPHALT ROOFING**—Production is in general meeting essential demands, though increasing demands may change present delivery schedules.

**ASPHALT**—Is in ample supply.

**CLAY PRODUCTS**:

Common and Face Brick (unglazed brick)—Nationally, unfilled orders exceed stocks, a new condition. About half the states have only a fair supply.

Structural Clay Tile—The total of unfilled orders exceeds stocks, a new condition. In general, supply is becoming inadequate.

Vitrified Paving Brick—In good supply.

Glazed Hollow Facing Tile—Production continues below demands, but backlog of unfilled orders is decreasing and stocks are good.

Unglazed Hollow Facing Tile—Production below demands, orders increasing, and stock fair.

Clay Sewer Pipe—Becoming less available.

Floor and Wall Tile—Production below demands, with long delays in delivery.

**CEMENT ASBESTOS PRODUCTS**:

Corrugated Sheets—In very short supply.

Flat Sheets—In short supply.

Pipe—In easy position.

Shingles—Subject to long delivery delays.

**LUMBER**:

General—Still critically short. Production shows seasonal increase, but is continuing below demands. Stock continue to decrease, and exist only in small lots and in broken species grades, and sizes.

Hardwood Flooring—In short supply, with little stock and probable production for 1945 all booked up.

Shingles—Production and supply very low.

Plywood—Little is available for general construction.

**PLUMBING** — Important change during the past month. Restriction on production and on metal uses removed. Substantial increase in available products anticipated by this quarter.

**HEATING EQUIPMENT**—Equipment stocks, in general, are in short supply, but obtainable, subject to varying delays.

**DOMESTIC EQUIPMENT**—(not electric)—Ranges, etc., are subject to long delays.

**DOMESTIC EQUIPMENT** (electrical):

Electrical Ranges—Food preparation equipment is available in limited quantities, and subject to delays.

Mechanical Refrigerators—Still frozen inventory, with increase in third quarter authorized.

**BRASS AND COPPER GOODS**—In improved position, and should soon be in available supply.

**ELECTRICAL DEVICES AND LIGHTING FIXTURES**—Available subject to delays.

\* \* \*

## ODT Commends Travel Policies of Kimberly-Clark Company

THE Office of Defense Transportation in a recent bulletin praised the travel policies of Kimberly-Clark Corporation of Neenah, Wisconsin, as a distinct contribution toward the saving of transportation space in the present transportation crisis.

The corporation, according to an ODT release, has ordered its traffic department to refuse to make travel reservations for officials or employees unless certification was made by an officer of the company that the trip was essential. In a letter of congratulation, Col. E. Monroe Johnson, ODT director, declared: "This is the type of action that will aid in keeping travel to a minimum."

# AFTER SEVEN YEARS...



In seven years, nothing has changed but the daily "features." The building is as good as the day it was completed . . . no leaks, no efflorescence. Lehigh Mortar Cement was used.

Through many years of successful use, Lehigh Mortar Cement has proved its performance with all types of building units. It has all the qualities required by the owner, the architect and the engineer, the contractor and the bricklayer . . . and it surpasses the most exacting specifications by a wide margin.

**Our Service Department** is active continuously in helping contractors solve problems involving cement. Write to us.



No shrinkage . . . No leaks

## LEHIGH MORTAR CEMENT

**K. H. KETTLEHUT**  
GENERAL CONTRACTOR  
WEST LAFAYETTE, INDIANA



July 2, 1945

Lehigh Portland Cement Company  
Chicago, Illinois

Gentlemen:

In 1938 I built in Lafayette, Indiana, the Lafayette Theatre Building. I have watched this building with a great deal of pride, and very happy to inform you that Lehigh Mortar Cement was most satisfactory.

Due to this fact, I have continued its use on various other projects, with equal satisfaction, and would not hesitate to recommend its use on any building units where mortar cement is required.

Yours very truly,

*K. H. Kettlehut*  
K. H. KETTLEHUT

KHK/bw



LEHIGH PORTLAND CEMENT COMPANY • ALLENTOWN, PA. • CHICAGO, ILL. • SPOKANE, WASH.





Contractors' and architects' reputations are made and maintained by plans and specifications that reflect their sound construction principles, good design and good judgment. When these extend through the smaller but no less important details of construction, there is no question about the home owners' acceptance and pride in your ability.

It is a mark of good judgment on your part to recommend to your architects and home owners that "at least 2% of the contract price be set aside for hardware"—a small part of the total, yet a sufficient amount to guarantee enough hardware of the proper quality and design to bring complete and lasting satisfaction.

It is also good judgment to suggest that the selection and purchase of hardware be made within a week after the contract is awarded . . . and, from the McKinney styled lines.

Then you, as well as the architect and home owner, will be sure that the hardware will be adequate, permanent and a matching touch of beauty to carry out your creative ideas. All of this is good reputation insurance.

You will find the new McKinney booklet—"Details and Data on Hinges"—useful to have in file. Write for a copy.



## A REAL SERVICE TO HOME BUILDERS WITH NEW PLAN BOOK

"THE Chicago Metropolitan Home Builders Association has devised a method of making their new book of house designs a valuable sales tool to home builders all over the country," Arthur E. Fossier, president, declared after looking over the way in which the association proposes to answer inquiries from people who wish to buy plans of houses



The postcard reproduced here is the heart of the idea

### NAHB Chapters Have Details

Secretaries of local chapters of NAHB have all the details for builder-members seeking more information.

This is in connection with the book of plans made up from the 50 houses selected from those entered in the NAHB 1945 Design Competition. The fifty were chosen from the 500 entries in the competition by the editors of *American Builder*. The book then was edited for the association by one of *American Builder's* associate editors for the publisher Chicago Metropolitan Home Builders Association.

The book's front page points out the practicality of the plans because they were created by architects who work with builders and therefore have their feet on the ground.

\*\*\*

### "Let People Keep More Money by Reducing Income Taxes—Country Will Profit," Says A. W. Robertson, Westinghouse Chairman

"WHILE no patriotic person would suggest that we skim on our war effort to save on taxes," A. W. Robertson said before a recent meeting of the board of Westinghouse Electric Corp. of which he is chairman, "it is a fact that in the postwar years ahead the country as a whole would profit if its taxpayers, both corporate and individual, were allowed to retain substantially more of their income than they can today.

"The spending of this additional income would create employment in a normal manner and would eliminate a corresponding need for a dole or WPA spending. In peacetime every dollar paid to the Government in taxes to a greater or less degree reduces normal employment or at least is a potential creator of unemployment.

"The significance of this statement," he concluded, "is vividly illustrated by a comparison of what Westinghouse paid in taxes in 1944 with what it was permitted to keep as net income. It paid to the various taxing authorities a total of \$98,000,000; it retained as net income only \$25,000,000. The Company or its stockholders could spend the \$25,000,000 for things that produce normal employment, whereas even in wartime a large share of the \$98,000,000 paid for taxes could not be spent for things that produce employment."

# SAW THESE USEFUL MATERIALS

Rimlocks quickly saw: TILE; HARD BRICK;  
VITRIFIED AND SEMI-VITRIFIED CLAYS;  
CONCRETE; CEMENT-ASBESTOS BOARD,  
SHEET AND PIPE; PORCELAIN; EXTRA-  
HEAVY OR LAMINATED GLASS; CORRUGATED  
GLASS; GLASS TUBING AND  
BLOCKS; SLATE; MARBLE; GRANITE and  
similar non-metallic substances.



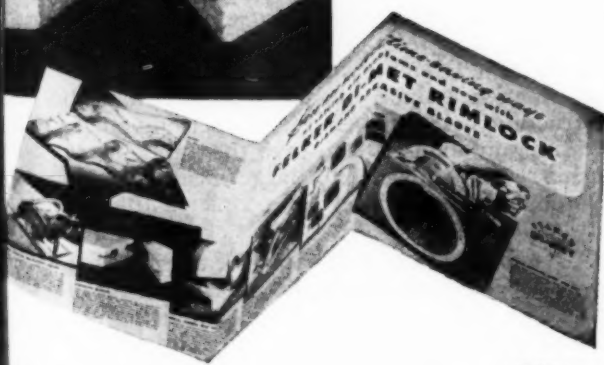
## ...with Felker DI-MET RIMLOCKS!

Low-cost, Fast-cutting, Unbreakable Diamond Abrasive Wheels

One Rimlock diamond abrasive wheel replaces the need for several ordinary abrasive wheels of different grits for cutting hard, brittle, non-metallic materials. Their diamond embedded rims are fast cutting, producing smooth, straight surfaces and taking deep cuts in a single pass. Because of their all-metal construction, Rimlocks eliminate all operator danger from wheel fracture. Commonly used sizes from 1" to 36" O.D. for all machines are economically priced.



HARD BRICKS such as this Maydite block are a cinch for Felker DI-MET Rimlocks. Approximately four times greater cutting speed was attained with Rimlocks than by former cutting methods.



### PUT THESE IDEAS TO WORK!

This folder shows many Rimlock applications that save you hours on every job—write for your free copy today!

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MANUFACTURERS OF FELKER DI MET DIAMOND ABRASIVE WHEELS

# 4% to 36% Greater in Insulating Efficiency

ONE GOOD REASON WHY LEADING  
ARCHITECTS ARE SPECIFYING

## Lo-"K"



For More Effective in  
keeping winter heat  
in—summer heat out.

By actual government and private tests, cotton exceeds other materials 4% to 36% in insulating efficiency. Moreover, cotton is the lightest in weight of all commercial insulations—requiring 20% to 25% less bulk—reducing the structural load factor 40% to 90% under equal thicknesses of other materials. With these basic advantages—in addition to its flexibility and ease of handling—its resistance to vermin, rot and moisture—all at no extra cost—small wonder that modern-minded architects are recommending Lo-"K" almost exclusively.

For full information on this amazingly  
better, more scientific insulation, MAIL  
YOUR COUPON TODAY.



## Lo-"K" flameproofed

### COTTON INSULATION

A Product of  
**LOCKPORT COTTON BATTING CO.**  
Established 1870 LOCKPORT, NEW YORK

LOCKPORT COTTON BATTING COMPANY  
Dept. AB-8, Lockport, New York  
Gentlemen: Send me the facts about Lo-"K" Cotton Insulation for better building.

☐ ARCHITECT ☐ DEALER  
☐ CONTRACTOR OR BUILDER

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



IF IT'S WORTH BUILDING...IT'S WORTH SAVING



## PROTECT METAL SURFACES AGAINST RUST WITH S.R.P.

S.R.P. protects iron, steel and other metal surfaces against the formation of rust, stopping trouble *before* it starts. And by actually penetrating through and combining with previously formed rust on old work, S.R.P. puts an end to any further rust formation.

Piping, fences, structural members and sheet metal surfaces — inside and out — need the kind of *extra* protection that S.R.P. supplies. Application is easy — no expensive preparation is needed. After wire-brushing to remove loose scale or any foreign matter, S.R.P. is applied by brush or spray, just like paint. Firm rust need not be removed. Write Dept. B8 for literature and prices.

### Sonneborn Protective Coating for Every Surface

No matter what the problem — to protect metal, masonry, wood, plywood, plaster or composition surfaces, inside or out, against acids, alkalis, chemicals, fumes or heat — there is a Sonneborn protective coating for the job. For example: SONOLASTIC Aluminum *Ready-Mixed* Paint stays bright and makes upkeep light. Its superior "vehicle" penetrates into the sub-surface, drawing over it countless numbers of flat, finely divided scales which quickly overlap and tightly interlock in a smooth, continuous, impermeable film. Highly resistant to moisture, corrosion and fumes. For protecting interior surfaces subject to temperatures up to 600°F., the Sonneborn product to specify and apply is ULTRA HEAT-RESISTING Aluminum *Ready Mixed*.

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"PRODUCTIVE COLORATION" promotes efficiency, safety and comfort. A truly fascinating booklet explaining the new science of color and light utilization — as applied to building interiors, machinery, etc. — has been prepared by Sonneborn research engineers. Write for a copy.

## Private Housing Found Superior

(Continued from page 93)

"On the other hand the FPHA project is most unattractive. Construction standards are poor. Heating units are in the kitchen. There are no basements, and most of the small porch area is taken up by a coal-bin which feeds into the kitchen.

"We have a letter from the Mayor of East Paterson, New Jersey, referring to the FPHA project known as Cherry Hill Gardens, in which he says that at that project there are numerous infractions of local building and plumbing codes, zoning laws and regulations of the Department of Public Works and in general that the entire project is sub-standard. He further states that the local standard for building development requires thirty-foot streets with suitable curbing and sidewalks. The FPHA project roads are twenty-six feet wide without curbing and sidewalks. Some of the materials used in the construction of the utilities are of a temporary nature such as galvanized steel water service between the main and the house, which at best will last but a few years. Mayor Hillman goes on to say that he feels certain that should this government housing project revert to private owners all of the above mentioned infractions will necessarily have to be rectified.

"The foregoing letter and its contents are mentioned because as you know there has been considerable talk that FPHA would offer projects of this type for sale to private owners following the emergency period. Can any of you gentlemen visualize the problems facing a purchaser of such sub-standard housing?

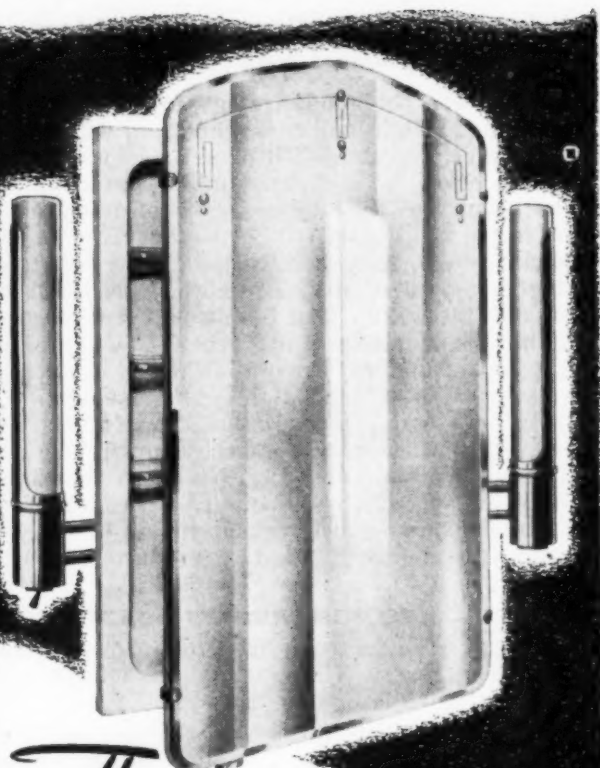
### Committee's Conclusions

"It is the considered opinion of your Committee that a large-scale public housing program during the post-war period will most seriously affect the home building program because of the expected shortage of materials. Any of us who are now engaged in an H-2 project know of the multitude of problems that face us regarding material shortages. We are just beginning our program. We read every day of large-scale public housing projects that are set to go the minute Washington gives the word. We received priorities in comparatively small number, but these priorities are meaningless since the material is not on hand. Our Committee has found instances during the past few years where public housing projects grabbed materials which were piled up for many, many months, while private builders engaged in war-housing were held up because of lack of materials. Your Committee feels that the economy of this country demands the re-employment of thousands and thousands of men formerly engaged in the home building construction field. Given the proper impetus and co-operation our industry can give the public a real home in a hurry and prevent in a large measure the possible unemployment of millions of people in the immediate postwar period.

"It is imperative that our local groups immediately organize committees on public housing to meet and confer with civic bodies and Municipal and State Authorities in every area in which they are interested. If the true facts are made available to the proper groups we will have done a good job. As evidence of this it is gratifying to report the recommendations of a Special Committee on Housing and Rehabilitation of the City of Elizabeth, New Jersey. This Committee recommended that it was to the best interest of the city to adopt a plan to provide incentive to the individual property owner to improve or modernize his own property or by the promotion of a plan for the re-development of the blighted areas by private capital



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## The Lawson Line OF THE FUTURE!

YOU may expect great things of the Lawson Line to come! As the world's largest manufacturer of bathroom cabinets, we shall maintain our position of leadership by superior designs, improved manufacturing processes, and by that tested 129-year Lawson policy of customer relationship.

In smart styling, sound construction and "convenience" features, the Lawson Line of the future will be outstanding. And this line will be priced to meet every homemaker's budget.

We hope the day is not far distant when we can offer you the new Lawson Line. It will set the pace for the industry!

**WORLD'S LARGEST  
BUILDERS OF  
BATHROOM CABINETS**

**THE F. H. LAWSON CO.  
CINCINNATI 4, OHIO**



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Building material dealers from coast to coast find ready sales for Orangeburg because of its ease of installation—the way it saves time and labor. Home owners approve of ORANGEBURG because it gives them a trouble-free, lifetime service at moderate cost . . . Hundreds of thousands of feet of ORANGEBURG are in tight-line service for house-to-sewer or septic tank connections, downspouts, industrial drainage . . . and in the PERFORATED type, for septic tank filter beds, foundation beds, farm and muck-land drainage . . . Mail the coupon today and see how you can profit with ORANGEBURG!

*Orangeburg Pipe is advertised in leading home and farm magazines.*

**ORANGEBURG** features that mean sales and profits:

**RESISTS ROOT GROWTH—TAPER-WELD JOINTS**, made without cement or joining compound stay permanently watertight and resistant to root growth.

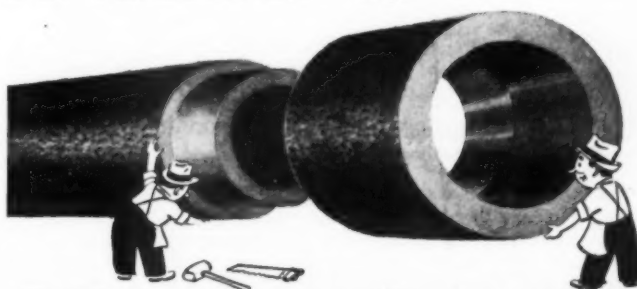
**LONGER LENGTHS** — Fewer lengths of pipe needed. Fewer pieces to handle. Fewer joints to make. Can be sawed to any length. Greater flow capacity. Less friction loss.

**LIGHT IN WEIGHT**—Easier to transport. Easier to handle. Easier to lay. Saves time and labor.

In 4" size 1000 ft. weigh only 2600 lbs.

**PERMANENT**—Does not chip, break or crack easily. Non-corrodible—will outlast other kinds of pipe. Does not crack under sudden temperature changes. Orangeburg Pipe still in service today after more than 40 years underground.

**NO INFILTRATION**—Line and joints stay tight for a lifetime of service. No leaks with Orangeburg.



## ORANGEBURG The Root-Proof Pipe



WITH 50 YEARS EXPERIENCE IN THE MANUFACTURE OF NON-METALLIC CONDUIT AND PIPE, ORANGEBURG SERVES THE POWER AND LIGHT, TELEPHONE, GENERAL CONSTRUCTION, CHEMICAL, PETROLEUM, PLUMBING AND BUILDING SUPPLY FIELDS WITH ELECTRICAL FIBRE CONDUIT . . . ELECTRICAL UNDERFLOOR DUCT SYSTEMS . . . AND FIBRE PIPE FOR NON-PRESSURE USES.

**THE FIBRE CONDUIT COMPANY  
ORANGEBURG, N. Y.**

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Please send catalog on ORANGEBURG PIPE.

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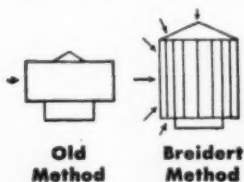
City.....

# Positive Ventilation without Down-Draft!



Ends annoyance and danger of  
pilot lights blown out by down-drafts.

No matter which way the wind blows, the revolutionary, aerodynamically correct design of the Breidert Air-X-Hauster enables it to provide safe, sure ventilation. No moving parts... "back-draft" eliminated where no interior negative pressure exists! • Unlike conventional

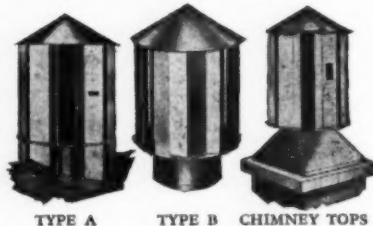


ventilators, the Breidert has been thoroughly tested (by Smith, Emery & Co., Pacific Coast branch, Pittsburgh Testing Laboratories) with wind blowing at all angles, and its capacities certified.

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## Breidert Air-X-Hausters for Roofs and Chimney Tops

There is a Breidert Air-X-Hauster for practically every home, commercial and industrial ventilating problem. Thousands are successfully in use in all parts of the country.



**WRITE FOR FREE ENGINEERING DATA BOOK...** contains specifications and installation data, certified capacity ratings, etc. Address Dept. AB

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REPRESENTATIVES LOCATED IN PRINCIPAL CITIES OF THE U. S.

## Merrion Reports on Country's Builders— (Continued from page 77)

but that it was not good strategy to press for it immediately; (5) That lumber is scarce and will probably remain scarce, that the WPB plans as soon as possible to confine priorities to strictly military uses and open up the balance of the supply for construction and all others to try and get it; (6) That other materials such as brick, gypsum board, soil pipe are to suffer from shortages because of manpower, wage level and price ceiling difficulties; (7) That L-41 would probably be relaxed in the late months of this year; (8) That the 35% down payment under consideration would not apply to new construction; (9) That the government's attitude expressed by Messrs. Davis, Nathan, Small and on down the line was that it was of the utmost importance to get construction under way in order to support the national economy and combat inflation. They believe we can start actual planning of developments as of early fall and have the industry in active production by early spring.

### TODAY'S—AND TOMORROW'S—OBSTACLES

"What can stop us from years of prosperity in the home-building field? What factors can interfere with the production of a million homes a year?

"1. In the immediate future it is obvious we can get nowhere without an adequate supply of our critical materials. There is no satisfactory progress being made in solving these material problems. We must, through Congress, insist on a rigid accounting of military requirements for lumber and, by a thorough examination into price ceilings and wage rates in lumber, clay and other industries, stimulate the entry of enough labor to bring up the necessary production. If tax incentives are required they must be had. There is no use talking about the job the industry has to do unless we are willing to make that job possible.

"2. We must advocate a realistic and unprejudiced attitude on rent control which has held the line on rents to a 4% increase while the things the landlords buy have increased from 45% to 100%. No great volume of building for tenants can take place under present OPA policies.

"3. We must face the great problems we have with labor—apprentice training, wage increases, make-work practices, jurisdictional disputes. Unless we act now in pursuing a vigorous policy both locally and nationally in developing workable labor-management relations, the predicted era of crippling strikes may well nullify the building boom.

"4. We should wage constant war on regulations by programming, by appraisal or whatever method. A free competitive field is the best soil for the future of home building.

### MUST COMBAT SLANDERS

"5. We must by example and education combat the slanders that have been aimed at our industry.

"a. The statement that postwar will see the building of 4 million jerry-built houses.

"b. The agency pamphlet which calls us a 'horse and buggy' industry.

"c. The labor-brochure which says 'housing costs are double what they should be.'

"d. The attacks both in books and pamphlets on the advisability of home ownership.

"e. The statement that we have caused the slums and that we have failed to do our job.

"Let us meet our crisis and surmount our obstacles with the same planning, energy and co-ordination

(Continued to page 126)



Here is

The New Tylac Color Line

... a carefully planned, complete range of colors for the modern home of today and tomorrow.

... Beautiful pastel shades and other modern color tones to match or blend with every color scheme — an outstanding development in the wall covering industry.

Mail the coupon today for your authentic reproduction of the New Tylac color line.



Sorry, material conditions have delayed actual samples, but write us on your letterhead, we'll be glad to send them as soon as possible.

**TYLAC COMPANY**  
MONTICELLO, ILLINOIS  
MANUFACTURERS OF ENDURING-MODERN WALL COVERINGS

TYLAC COMPANY  
Dept. AB-8  
Monticello, Illinois

With no obligation, please mail me a FREE copy of the Tylac Color Chart:

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Effortless, finger-tip control —  
No Moving parts visible

**DUPLEX**  
the only adjustable  
**FLAT SASH BALANCE**  
Is lowest in Cost and Fastest to Install

**Quick, Easy Installation** - Duplex Adjustable Flat Sash Balances—which are installed about midway between sill and head jamb, in virtually the pulley stile thickness—require no special framing for overhead balance space nor stud mortises at sides. In addition, they entirely eliminate cords, weights and weight boxes. When sash have been fitted, a good workman using Duplex balances can hang from 65 to 75 windows per day, or fit the sash and hang 30 to 35 per day.

**Home-Owners Like Duplex Features** - Duplex Adjustable Flat Sash Balances permit modern, attractive, narrow mullions—provide noiseless, finger-tip sash control and are guaranteed in writing for life of the building—three features any home owner understands and appreciates.

**Patented Design Meets All Requirements** - Just four sizes of Duplex balances are adaptable to any sash weighing from 4 to 48 lbs., while *only two sizes* meet 98% of all residential building needs—a fact which simplifies ordering, stocking and installing.

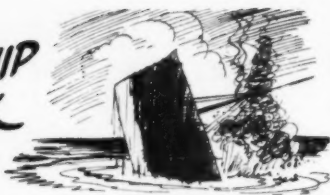
**DUPLEX INC.**  
Dept. AB, 626 No. La Peer Dr.  
LOS ANGELES 46, CALIF.

SEE OUR CATALOG IN SWEET'S OR WRITE US (Sold through dealers only)

Please send information on Duplex Adjustable Balances. } \_\_\_\_\_  
We are ☐ Builders; ☐ Building Material Dealers



NOT WHEN  
THE LAST JAP SHIP  
HAS BEEN SUNK



NOT WHEN  
STEAKS ARE  
POINT FREE

NOT WHEN  
THE LAST SHELL  
HAS BEEN FIRED



but...  
**Window  
Planning  
begins now**

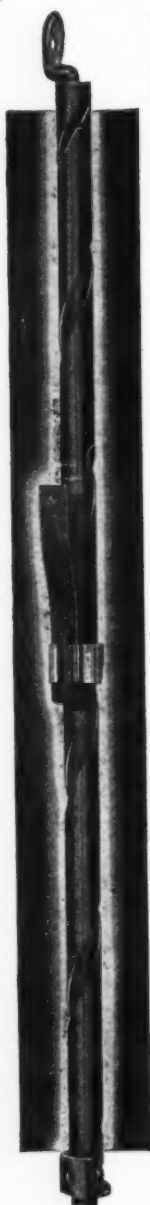
Yes, window planning begins now. When building materials are released, time will be doubly valuable to contractors. Good sense will force them to employ every dependable item that will speed work without sacrifice of performance.

The Grand Rapids Invisible Sash Balance, now serving in thousands of war housing projects, has demonstrated its practical service. Its place in postwar building is now assured, and should be included in any planning concerning window assemblies. Send for catalog containing all information and details concerning delivery.

Sash pulleys will be available  
on termination of present war  
contracts.



GRAND RAPIDS HARDWARE COMPANY  
GRAND RAPIDS • MICHIGAN



(Continued from page 124)

shown in this war by our air forces in preparing to meet, and overcoming, a strong foe. Let us form a phalanx of builders whose zest for that task rivals that of the pilots. Let us develop an industry morale that makes high standards the rule and shoddy building intolerable. Let our diligence and research for the betterment of our product emulate that of those who produced for the war. Let us be militant in our insistence on the preservation of the free enterprise system in America. Lastly, let us take just pride in the job the home builders of America have done.

"United we will take our place as the rightful leaders of the country's second industry and a well-housed nation will rise up to say 'God Bless the Home Builders of America and the Principles for Which They Stand.'"

### Letters to the Editor

(Continued from page 7)

all matters pertaining to building construction.

I spend one very enjoyable evening each month when I receive my copy of *American Builder*. Usually it is three to four months old when I receive it but it is still news to me and all my soldier friends formerly in the building business.—M/SGT. ROY L. PRICHARD, 14066152, c/o Postmaster, New York.

### Problem in basementless houses

To the Editor: I have read many articles about homes without basements. I have seen some of these homes after they have been occupied for a year. In those that I have seen, the floor construction was invariably a failure.

You will probably recall that the government housing project at Greendale had serious trouble with the floors of practically all buildings. Several years ago I visited some of these homes that were constructed in the suburbs north of Chicago. In the summertime the floors were cold and whenever there was a little excessive humidity in the air, there was condensation on the floors and molding under the rugs. In fact, I understand this condition is so prevalent that some rug manufacturers make what they call "rubber-backed rugs."

Within eight miles of this office, there is a basementless home of this type where excessive amounts of fuel are used and the tenants claim they are always freezing from the knees down in the wintertime.

On page 100 of the June issue of *American Builder* is the description of what we think is a smart idea, but we cannot enthuse about any basementless house until we feel certain the problems with the floors mentioned above have been overcome without making the floor cost so excessive that there is no economy in omitting the basement.

If you have any information as to the details of the floor construction and perhaps some idea of the cost per square foot, we will appreciate receiving it. Of course, we are only interested in the method of constructing the basementless house in this very rigorous Wisconsin climate.—MARTIN F. WHITE, West Allis, Wis.

### Calls it valiant spokesman

To the Editor: The *American Builder* has been required reading in our office for a number of years.

It is a fine thing to have such a valiant spokesman for the building trades industry and for the home owner. It complements the mortgage bankers' business to which I devote the major portion of my time.—FALLON A. O'LEARY, Cornet and Zeibig, Inc., Clayton, Missouri.

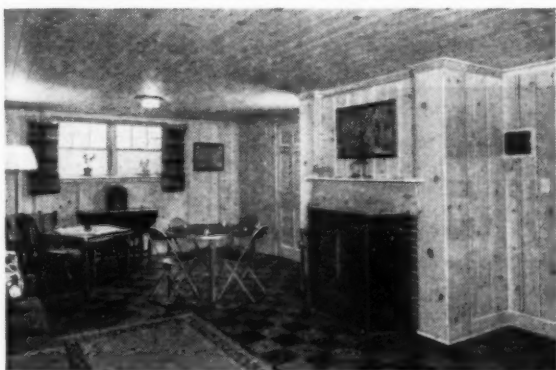
## YOUR GUESS IS AS GOOD AS OURS

How long before Western Pines will be available for civilian use? No one can answer that now. However, the moment wartime restrictions on Western Pines are removed, the mills will be ready to serve you. No reconversion problems. There's plenty of timber. Furthermore, constant research in our laboratories has brought product improvements and better manufacturing procedures, and tomorrow you can stock and specify Western Pines with greater confidence than ever before.

### WESTERN PINE ASSOCIATION

Yeon Building, Portland 4, Oregon

\*Idaho White Pine      \*Ponderosa Pine      \*Sugar Pine  
\*THESE ARE THE WESTERN PINES



#### "OFFICERS' CLUB"...POST-WAR VERSION

When Johnny—and Jenny—come marching home they'll want a very special setting to get together with their buddies. A basement game room, perhaps, as friendly and informal as possible.

Certainly one step in this direction will be to select paneled walls and ceilings of Western Pines.\* These soft-textured woods well know the art of transforming an ordinary room into one that radiates gracious hospitality.

Of course, building and remodeling are pretty much "out" for the duration. But thinking and planning are not. So if you have a scheme in the back of your mind, write right now for a FREE copy of "Western Pine Camera Views." This picture book of lovely interiors will give you endless ideas to mull over between now and Victory. Western Pine Association, Dept. 181-F, Yeon Building, Portland 4, Oregon.

\*Idaho White Pine      \*Ponderosa Pine      \*Sugar Pine  
THESE ARE THE WESTERN PINES

During the war the Western Pine Association has advertised continuously, as illustrated here, in American Home, Better Homes and Gardens, House and Garden, House Beautiful, Sunset, and Parents Magazine. Over 75,000 requests have been received for "Western Pine Camera Views" since January 1945.

## Something new for your postwar trade!

In recent years large buyers of flooring . . . like office buildings, hospitals, schools, etc. . . have bought huge quantities of asphalt tile. Millions of feet of Thos. Moulding Moultilite have been installed . . . for its resistance to wear, beauty, comfort and rock-bottom economy.

Now you can offer this practical flooring to your postwar customers . . . no matter how small the job. Thos. Moulding will have a postwar Moultilite that lends itself to simple, fool-proof installation. Moreover, Thos. Moulding offers a selling plan that makes for easy, profitable sales.

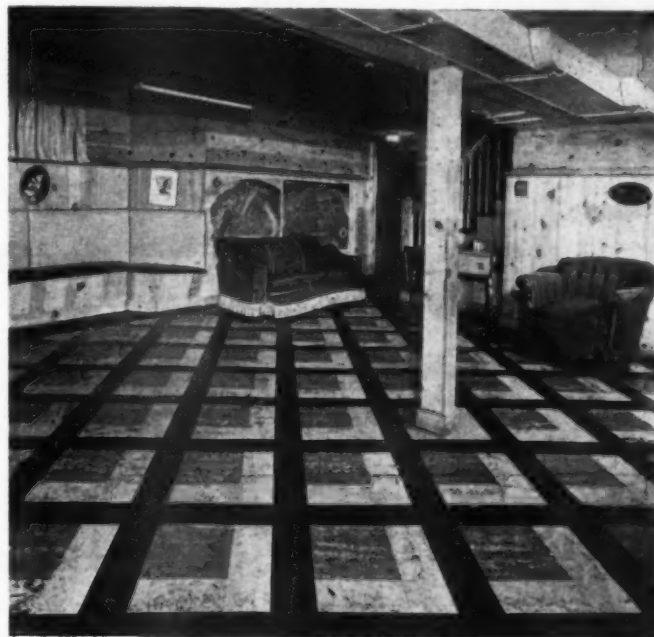
Get ready now for the postwar building boom. Write for complete information to: THOS. MOULDING FLOOR MFG. CO., 165 W. Wacker Drive, Chicago 1, Ill.

### THOS. MOULDING

# Moultilite

**Flexible-Reinforced  
MASTER ASPHALT TILE**

Moultilite is ideal for basement playrooms . . . and for the new homes without basements. It is impervious to the alkali and moisture, always present in ground-floor cement, which damage other types of floor coverings.



# Structural. Reinforcing or other Bldg Steel Shipped from Stock

Write for Stock List—  
your guide to over 10,000  
different kinds, shapes  
and sizes of steel for quick  
shipment from ten plants.

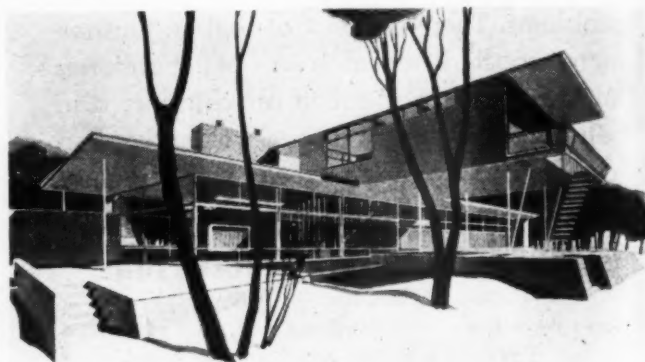
Joseph T. Ryerson & Son, Inc. Plants at Chicago, Milwaukee, St. Louis,  
Cincinnati, Detroit, Cleveland, Buffalo, Boston, Philadelphia, Jersey City.

# RYERSON

## HOUSE & GARDEN Awards Prizes in National Architectural Contest

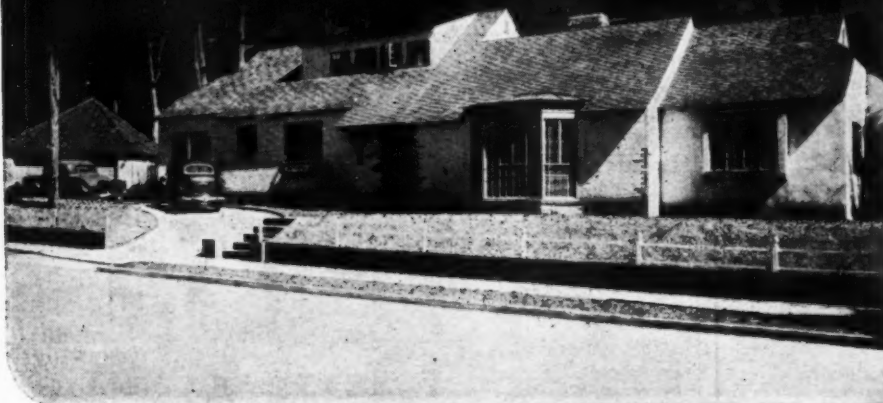
**P**RIZE-WINNERS in the national Architectural Award sponsored by House & Garden were recently announced by the magazine.

First prize in Class A (for seven rooms and over) was won by Lester C. Tichy, New York City. Second prize by Noerenberg & Cooling, Los Angeles. First prize in Class B (for 6 rooms or less) went to Ralph Rapson, Chicago; second prize in this class to L. Morgan Yost, Kenilworth, Ill. In addition, honorable mentions were given to: David J. Abrahams, Boston; William Ainley, Savannah, Ga.; Simon Breines, New York; William T. Dreiss, Los Angeles; Norman B. Entwistle, Pasadena, Calif.; Victorine & Samuel Homsey, Washington, D.C.; Robert Woods Kennedy, Boston; Howard Moise, Berkeley, Calif.; Plan-Tech Associates, New York; Whitney R. Smith, Pasadena, Calif.; Royal Barry Wills, Boston; Wurster & Bernardi, San Francisco.



FIRST prize in Class A (for 7 rooms and over) award in the National Architectural Competition, sponsored by House & Garden Magazine, went to Lester C. Tichy, New York City architect, design above.

# a source of PRIDE



Residence of "Andy" Clyde, Hollywood, Calif.; Architect: Wendell W. Warren, Builder: T. A. Meyers

## PAYNEHEAT

OVER 30 YEARS OF LEADERSHIP



### PAYNE ZONE-CONDITIONING

Successor to old-fashioned central heating.  
Write for Free booklet.

### PAYNE FURNACE COMPANY

(One of the DRESSER Industries)  
BEVERLY HILLS, CALIFORNIA



HIGHWAYS ARE  
HAPPY WAYS WHEN  
THEY LEAD TO  
**HOME SWEET HOME**



**S**ometime in 194X, war must cease and the "about face" toward home shall begin. Then the plans which millions of fighting men have dreamed of in foxhole and billet shall be carried out. "Home Sweet Home" shall become a reality rather than a touching phrase.

For more than 79 years, Bilt-Well Woodwork has gone into the construction of homes for Americans. When the boys come marching home, we shall be ready to proffer them a skill and experience in woodworking garnered from more than three-quarters of a century of "service in wood."

**CARR, ADAMS & COLLIER CO., Dubuque, Iowa**



**SHAVE  
Construction  
Costs...**



with a  
**PORTABLE  
ELECTRIC**

**Mall Plane**  
REG. U.S. PAT. OFF.

Hand propelled jack planes can't compete with an Electric Mall Plane that automatically saves time—labor—material and assures better fitting on every job.

**10 TIMES FASTER** than a hand propelled plane whether planing hard or soft wood. Beveling fence is available for fitting sash and doors.

**ACCURATE**—makes cuts from 0" to 1/8" deep with speed and precision. Depth can be adjusted while planing.

**EASILY OPERATED**—trigger switch, comfortable handles, ball-bearing mounting and grease encased gears add to ease and efficiency.

Ask your Dealer for Mall Planes, MallSaws, MallDrills, and Mall Concrete Vibrators or write direct for literature and prices.



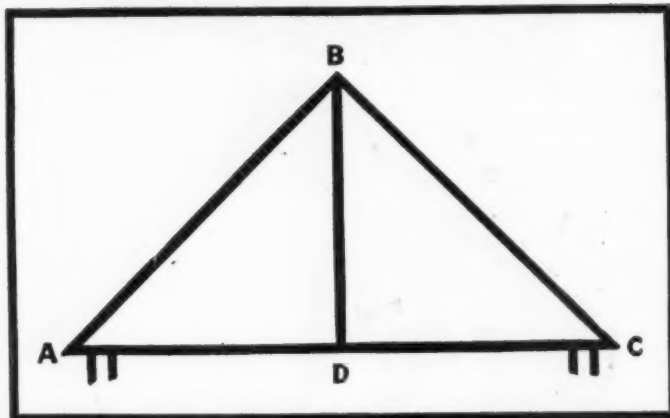
**MALL TOOL COMPANY**

7737 South Chicago Ave., Chicago 19, Ill.

**Mall**  
REG. U.S. PAT. OFF.

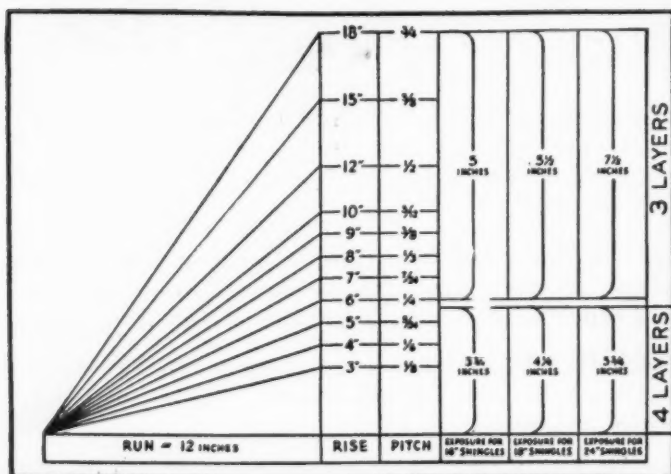
**PORTABLE  
POWER TOOLS**

## A two-minute Lesson in HOW TO APPLY SHINGLES FOR DIFFERENT ROOF SLOPES



Roof pitches are computed in fractions, such as  $\frac{3}{4}$ ,  $\frac{1}{2}$ ,  $\frac{1}{4}$  pitch. In this cross-section, the steepness of distances AB and BC constitutes pitch. Distance AC, extending from one eave-line to the other, is known as the span. One-half of this span, distance AD or DC, is called the run, and distance BD is called the rise. The relationship of the rise to run obviously affects the slope of AB or BC; in fact, roof pitches are computed from the ratio of rise to run. Therefore, the first step is to determine length of the run (AD or DC) and the rise (BD).

Red Cedar Shingles are manufactured in three lengths—16-inch, 18-inch and 24-inch. The standard weather exposure (portion of shingle exposed to weather on roof) for 16-inch shingles is 5", for 18-inch shingles it is  $5\frac{1}{2}$ ", and for 24-inch shingles it is  $7\frac{1}{2}$ ". These standard exposures are recommended on all roofs of  $\frac{1}{4}$  pitch and steeper (6" rise in 12" run). On flatter roof slopes, the weather exposure should be reduced to  $3\frac{3}{4}$ " for 16-inch shingles,  $4\frac{1}{4}$ " for 18-inch shingles, and  $5\frac{3}{4}$ " for 24-inch.



This diagram shows at a glance the weather exposure to be used for various roof pitches. For example, if a roof has a rise of 8" in a run of 12", it can be seen that this is  $\frac{2}{3}$  pitch and that an exposure of either 5",  $5\frac{1}{2}$ " or  $7\frac{1}{2}$ " should be employed, depending upon the length of the shingles used. Send for free blueprints of shingle applications.

### RED CEDAR SHINGLE BUREAU

5508 White Building, Seattle 1, Washington or Vancouver, B. C., Canada



# Red Cedar SHINGLES

### Volume of Construction Rises While House Building Recedes

**M**ARKED by a pronounced recovery in privately-owned manufacturing building, construction activity in the thirty-seven states east of the Rocky Mountains showed substantial gains in the first half of the year, it was reported today by F. W. Dodge Corporation.

The total of all construction contracts awarded in the thirty-seven eastern states during the first six months was \$1,482,399,000 compared to \$960,221,000 in the corresponding period of last year, a gain of 54 per cent, they reported.

### Sees Great Need For More Brick Layers

**I**NDICATIVE of the many thousands of new jobs which will be created in the building industry after the war for returning veterans and other workers, an additional 63,000 skilled brick masons will be required for the record-breaking volume of masonry construction anticipated in the early post-war years, J. Ernest Fender, president of the Structural Clay Products Institute, stated late in July.

### Truscon Steel Returns Veterans to Former Positions; Promotes Dodds—Callahan Heads Advertising Department

**W.** V. PETERS, vice president of Truscon Steel Company, Youngstown, Ohio, subsidiary of Republic Steel Corporation, has announced the following changes in the company's sales organization.

Richard P. Dodds, formerly Lt. Colonel in the Transportation Corps, U.S. Army, is now manager of the Truscon dealer-commodity department. Before entering the service he was manager of advertising, sales promotion.

Paul L. Callahan, formerly assistant to Dodds, has been made manager of Truscon's advertising department.

Ralph H. Sartor, formerly Colonel in the Transportation Corps, U.S. Army, has resumed his duties at Truscon as sales manager, Window & Door Division.

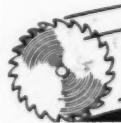
### COMET Radial Power SAWS



### FAST-ACCURATE-POWERFUL

Count on Comets to do the best cutting job. These superb saws are exceedingly fast, accurate, powerful. Everywhere they lead power saw demand. See your dealer or write direct for full details.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.  
2029-33 Santa Fe Ave., Los Angeles 21, Calif.



**COMETS** cut quicker

Extens  
made  
for b  
homes  
of ess  
heating  
economy  
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scientific  
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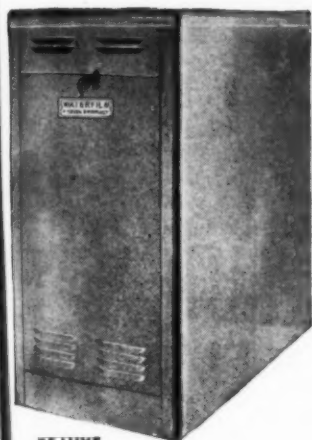
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EVEN RO

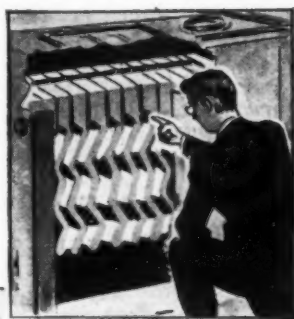
# KOVEN WATERFILM BOILERS

*for*  
**ECONOMICAL  
QUICK HEAT**



DE LUXE  
MODEL

Illustrated is the heart of the WATERFILM BOILER—the efficient quick heating generator. The candle test proves this—the greatest heat is directed at surfaces above the combustion and at right angles to the heat travel.



Extensive plans are being made for remodeling and for building post-war homes and first on the list of essential items is a heating unit that can give economical heating comfort. The smartly jacketed KOVEN WATERFILM BOILER, the choice of leading architects and builders, combines both these necessary features. The patented construction of this fast steaming boiler incorporates all the newest scientific improvements...giving quick heat, even room temperature and a plentiful supply of domestic hot water. All WATERFILM boilers are made for automatic firing with oil, stoker or gas...in a variety of models suitable for large or small homes, apartment houses or industrial plants. For more detailed information write to:

**WATERFILM BOILERS, Inc.**

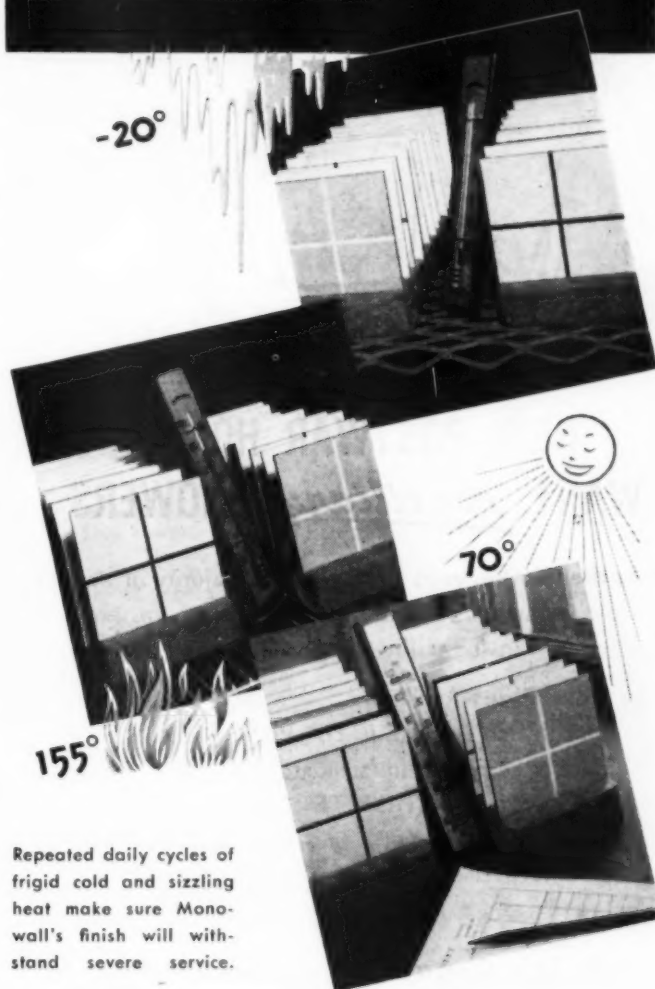
154 OGDEN AVENUE, JERSEY CITY 7, N. J.

PLANTS: JERSEY CITY, N. J. • DOVER, N. J.



**EVEN ROOM TEMPERATURE THROUGHOUT THE HOUSE**

**Years are crowded into days  
to test this wall...**



Repeated daily cycles of frigid cold and sizzling heat make sure Monowall's finish will withstand severe service.

**FOUR HOURS** at 20° below zero, then four more at 155° above, then 16 hours at room temperature—that's the punishing daily test cycle Monowall must go through again and again in the Armstrong laboratories. Its finish must resist changes in temperature far in excess of normal conditions. And this is just one of many torture tests Monowall must withstand before it's approved for sale. That's why, when you sell Monowall, you know it's still prewar quality.

Wherever bright, clean wall and ceiling surfaces are wanted—in kitchens, bathrooms, hallways, commercial interiors—Monowall is a practical material to use. Monowall is durable—easy to clean and keep clean. Its brilliant colors, in gleaming plain or scored tile-designs, fit well into modern decorative treatments.

The large lightweight panels of Monowall go up fast, require no special preparation or finishing. One man can Monowall the average room in a single day.

Write today for free samples of Monowall and illustrated literature. Armstrong Cork Co., Building Materials Div., 1608 Lincoln St., Lancaster, Pa.

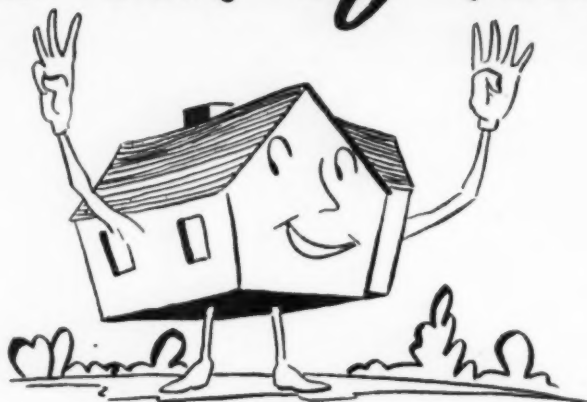


**ARMSTRONG'S MONOWALL**

Made by the makers of Temlok Insulation—Sheathing, Lath, De Luxe Interior Finish



# 3 out of 4...



## NEW POSTWAR HOMES WANT *Auxiliary* SHOWERS

**Authentic Surveys** show that the majority of new home planners want the convenience of an *extra* shower — in the utility room, laundry or basement.

**In Your Plans** for homes designed for modern living, include a "BATHE-RITE" Prefabricated Shower Cabinet. Designed in standardized sizes, on the modulus of 4, "BATHE-RITE" Shower Cabinets are suitable for every type of home. Easy to install—durable—attractive. Ask for our new illustrated catalog—and refer to our postwar catalog in "Sweets."

### "Bathe-Rite"

#### PREFABRICATED SHOWER CABINETS

fit squarely into this picture. They can be installed in the bathroom, utility room or in the basement — without special wall or floor preparation — and installation requires a very minimum of time. See your plumber.



#### NOW AVAILABLE

in 2 sizes, 30"x30" and 32"x32" — "BATHE-RITE" Shower Cabinets may be recommended with complete confidence. Write for 1945 catalog.

**MILWAUKEE STAMPING COMPANY**

800-S South 72nd Street

Milwaukee 14, Wisconsin

## No Lumber Without Priorities On Certified Orders—WPB

**N**O construction projects except those which have been granted priorities assistance may obtain lumber on certified orders, the War Production Board said recently.

This restriction, effected by an amendment to the lumber control order, L-335, is designed to bring the order in line with recent relaxations in the construction order (L-41) and the utilities orders (U-1, U-3, and U-4), which have increased the dollar amount of construction work that may be undertaken without authorization.

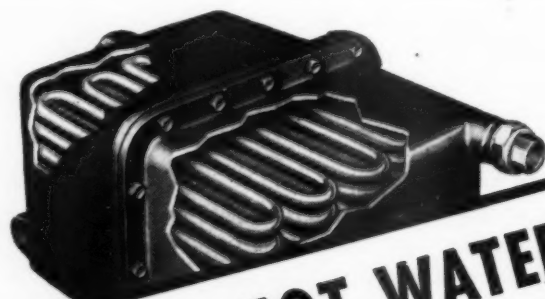
In many cases, construction projects of these kinds require an amount of lumber (50,000 board feet or more per quarter) that would have qualified the users as Class I consumers under L-335, prior to this amendment, and would have entitled them to authorizations to purchase lumber on certified orders. However, the intention of the construction relaxations is that in general materials used in construction not requiring authorization are to be obtained without priorities assistance, WPB pointed out.

Lumber for projects (regardless of the amount required) must now be obtained on uncertified and unrated orders except where priorities assistance has been granted. Any construction project where priorities assistance has been granted qualifies as a Class II consumer under L-335, and certified and rated orders may be placed for the amount of lumber authorized. Construction projects without priorities assistance are now in the category "all other consumers," under L-335, and may not place certified lumber orders.

\* \* \*

## House Amends GI Bill of Rights

**A**PPARENTLY aware of country-wide dissatisfaction with operations of the original "GI" bill to date, the House of Representatives late in July passed and sent to the Senate a liberalized version of the legislation. Loans for purchase of a new or existing home are affected in the newly-offered bill.



# Lots of HOT WATER

*Cheaper!  
Easier!*

with

## GENERAL TANKLESS Water Heaters

- For use with househeating boilers. **NO STORAGE TANK** ... simplest possible piping. Minimum maintenance.
- **QUICK-HEATING** ... counterflow of domestic and boiler water gives rapid heating, continuous supply.
- **PURE HOT WATER** ... seamless copper tubing eliminates rust and tank sediment.

Capacities: 3½ to 35 g.p.m. for homes; up to 70 g.p.m. for industries. Send for Catalog No. 16. General Fittings Co., Dept. F, 123 Georgia Ave., Providence, Rhode Island.

# GENERAL

WATER HEATERS AND HEATING SPECIALTIES

## A GOOD BRIDGE TO CROSS

### *Before you Build*



Head off the hazards of decay and termite attack. Pressure-treat wood with Wolman Salts\* preservative before you build. That's excellent life insurance for all wood structures—this bridge, for example.

### *A Proven Treatment*



Wolmanized Lumber\*—millions and millions of feet—has proved its lasting ability throughout the past quarter-century. That's why it was specified for so many Army and Navy structures all over the world.

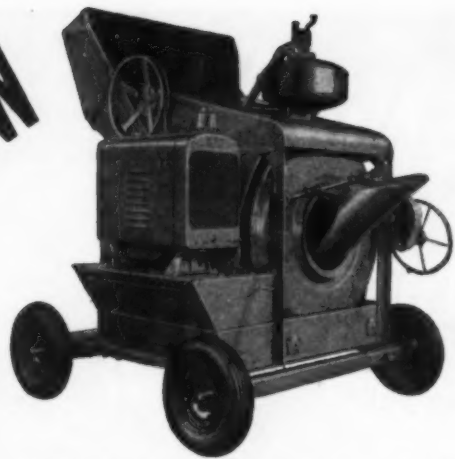
### *After the War*

There'll be an abundance of wood for all construction. Even now lumber and timber are available for rated construction projects. Retain these advantages by building with wood—low cost, faster erection, high insulating value, light weight, resilience—and add long life. Specify Wolmanized Lumber.



1645 McCORMICK BUILDING, CHICAGO 4, ILLINOIS

# NEW



## KWIK-MIX 16-S DANDIE

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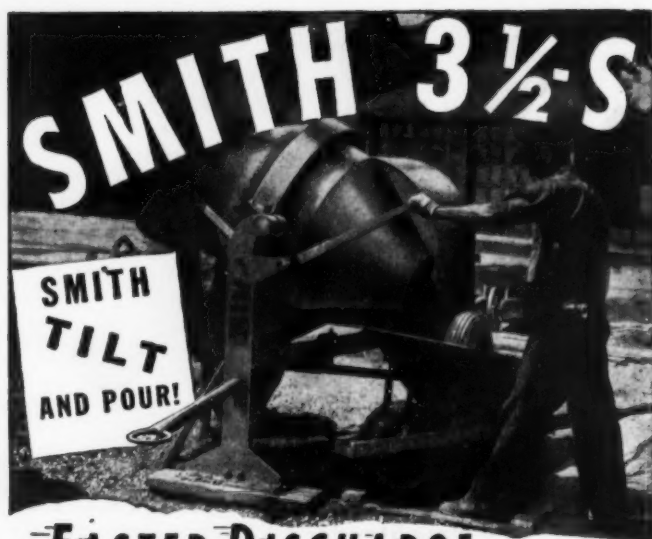


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## Public Housing Project Gets One Hundred Per Cent Private Financing From Group of Investment Bankers.

FOR the first time, a local housing authority obtained 100 per cent direct financing from private capital on a low-rent public housing project, when a group of investment bankers purchased the entire issue of \$1,995,000 in long-term bonds on the Clason Point Gardens project in New York City, the National Housing Agency reported late in July.

The lowest bidder was a group headed by Mellon Securities Corp., and including Lazard Freres & Co., Blair & Co., Inc., the Robinson-Humphrey Co., and McDonald & Co. The bonds, which were issued by the New York City Housing Authority, yield an average interest rate of 1.6129 per cent.

The proceeds of the purchase will retire the Government's entire capital investment in this project, represented by \$1,189,000 of 2.5 per cent Series B bonds held by the Federal Public Housing Authority. It also refunds \$806,000 of outstanding Series A bonds held by private investors, which were originally sold at an average interest yield of 1.81 per cent. Except for \$72,000 of bonds that have already been or are soon to be retired, the refunding issue covers the entire development cost of the project, NHA said.

\* \* \*

## Distressed Families of Veterans Now Eligible For "Immigrant" War Housing.

DISTRESSED families of returning veterans and of men in service have been made eligible for vacant privately-financed war housing on the same terms as immigrant, essential civilian war workers, Administrator John B. Blandford, Jr., of the National Housing Agency, announced recently.

Distressed families are those who cannot find suitable accommodations at rents they can afford in housing built without wartime priorities, Mr. Blandford said. Regulations were announced recently making available most vacant federally-owned war housing to distressed families of veterans and service men who cannot find suitable accommodations within their means in privately-owned housing.

# Aid to Building Farm Structures with Firesafe Concrete Masonry

Here are detail sheets illustrating 33 important steps in constructing farm buildings with readily available concrete masonry.

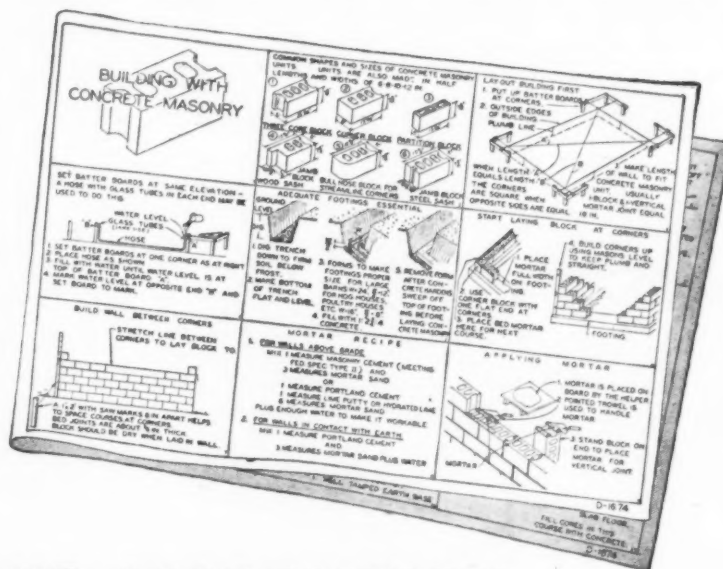
Isometric drawings and simple text lead through every step\* from building the foundation to installing doors and windows and putting on the roof. Several methods of building concrete floors are described. Methods of insulating and waterproofing walls are shown.

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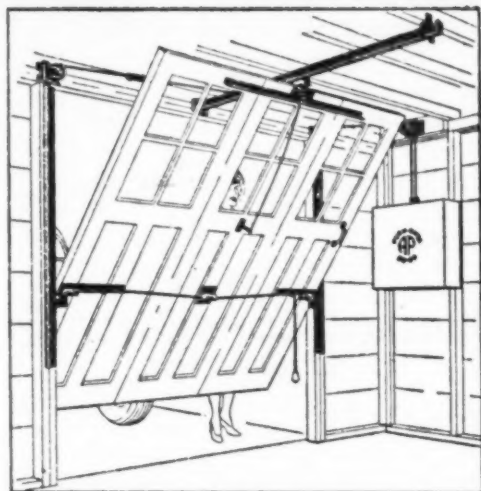
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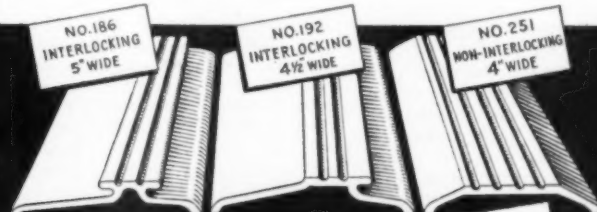
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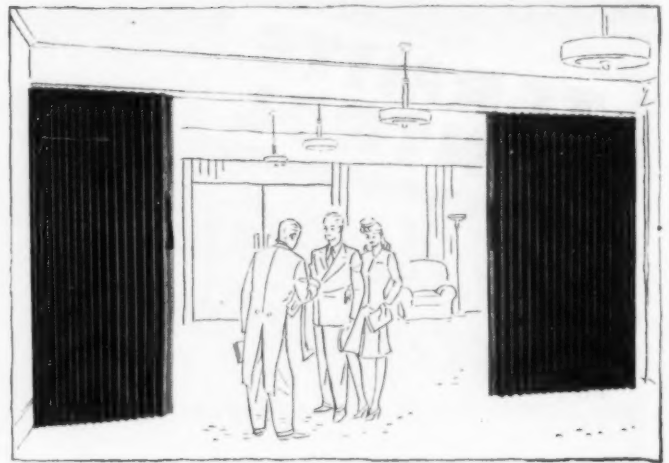
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  - Each name submitted must be accompanied by a short statement of not more than 25 words describing this new metal. In case of a tie, awards will be given to person making best statement.
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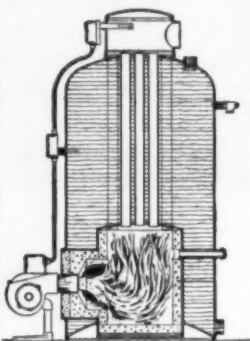
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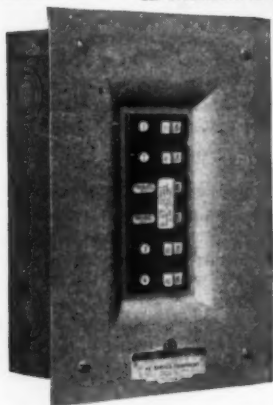
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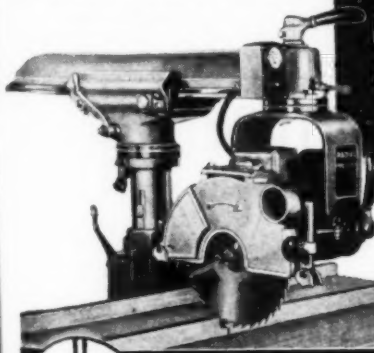
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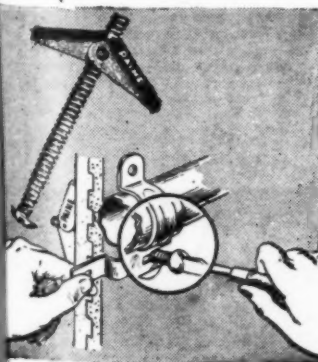
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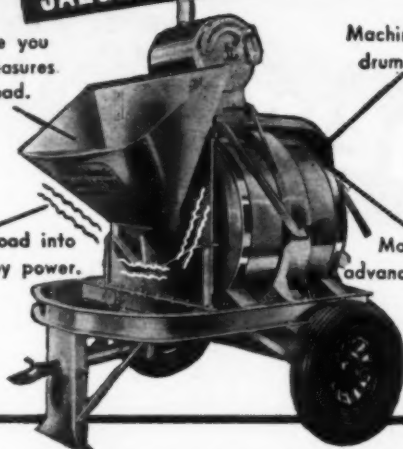
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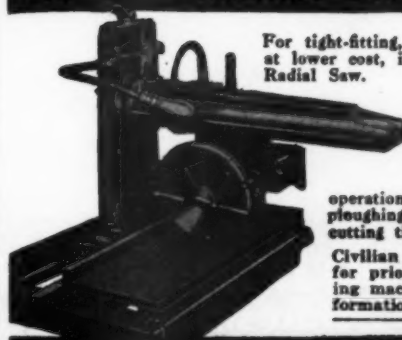
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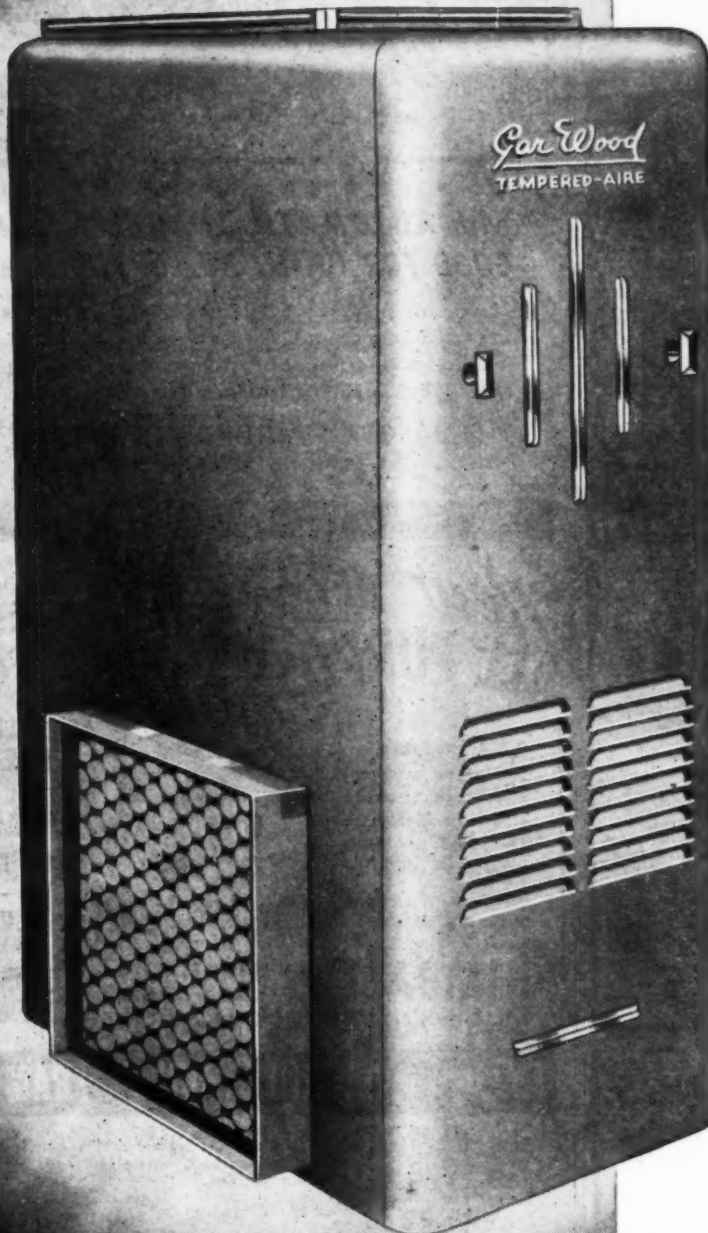
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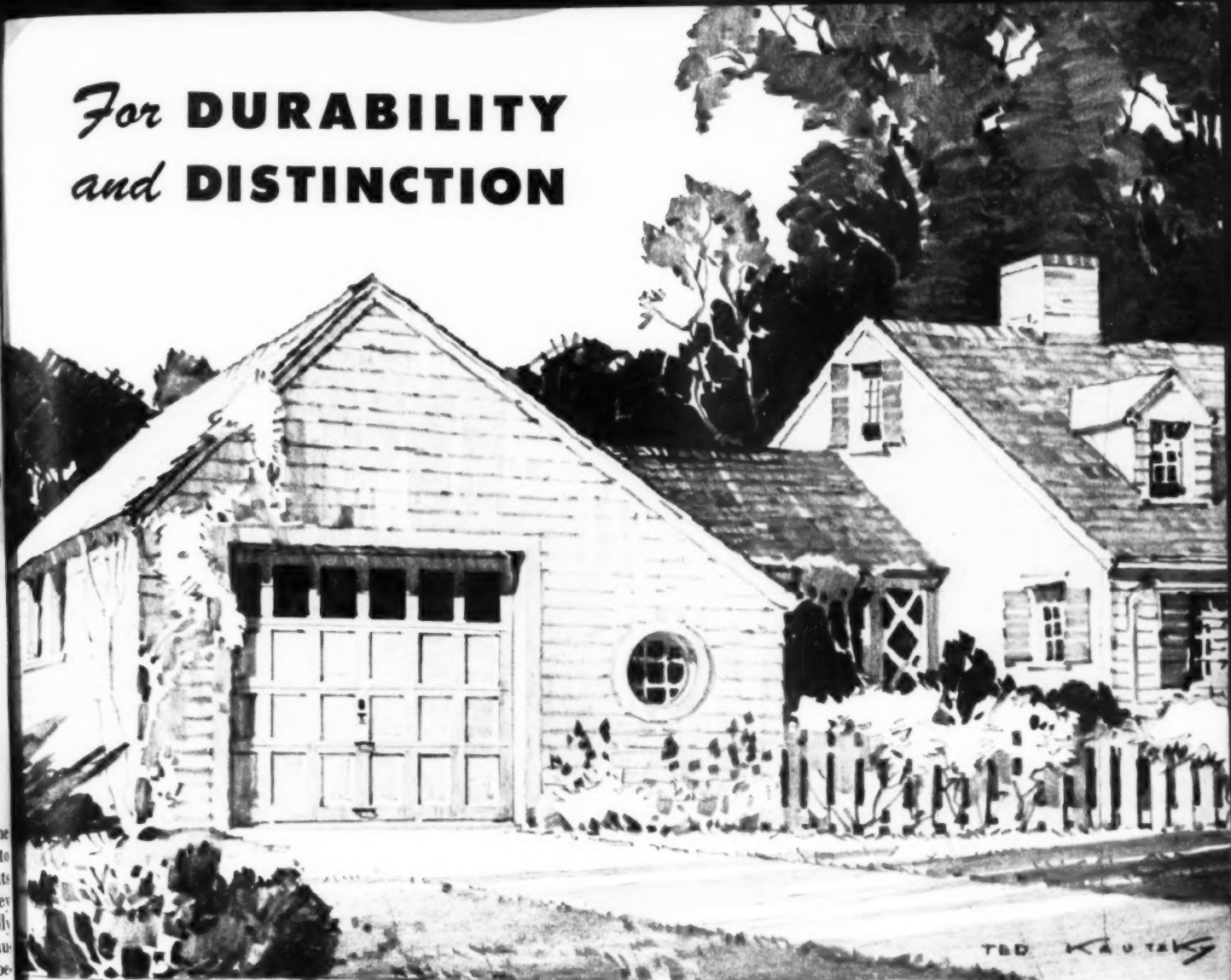
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